

LIFE

SOUTH AMERICAN
RIVIERA

"BEBA" SPRADLING



20 CENTS

APRIL 2, 1951

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the finest wools in the world.*

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.





Question: What's the best state to vacation in?



Answer: The relaxed state!

You step into your Pullman car.

There's no worry, no tension. Just complete peace of mind.

You s-t-r-e-t-c-h out on that big, soft Pullman seat. You can almost feel every nerve, every muscle, ever blessed part of you relax.

It's relaxation that comes from within... from knowing that you're even safer in a Pullman than you are at home.

You keep this feeling of safety throughout your trip. You sleep deep and undisturbed. You enjoy all the sights, all the conveniences, all the pleasures of going Pullman.

And, best of all, it makes no difference whether you and your family are going to a dude ranch in California or a seaside resort in Maine.

Your vacation begins and ends in the best state of all—the *relaxed* state—when you go Pullman.

There's a Pullman accommodation to fit your family's vacation needs. See your railroad ticket agent soon.

Go Pullman

COMFORTABLE, DEPENDABLE,
AND—ABOVE ALL—SAFE!

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"Willie and Joe"

come to life
on the Screen!

Front



SOUTH CAROLINA
CHARLESTON GLORIA
COLUMBIA CAROLINA
GREENVILLE PARIS

SOUTH DAKOTA
RAPID CITY STATE
SIOUX FALLS HOLLYWOOD

TENNESSEE
CHATTANOOGA TIVOLI
JACKSON PARAMOUNT
KNOXVILLE BIJOU
MEMPHIS LOEW'S STATE
NASHVILLE KNICKERBOCKER

TEXAS
ABILENE PARAMOUNT
AMARILLO PARAMOUNT
AUSTIN STATE
BAYTOWN BRUNSON
BEAUMONT LIBERTY
BORGER MORLEY
CORPUS CHRISTI CENTER, PALACE
DALLAS MAJESTIC
EL PASO PLAZA
FORT WORTH WORTH
GALVESTON STATE
HOUSTON METROPOLITAN
LAREDO TIVOLI
LONGVIEW ARLYNE
LUBBOCK LINDSEY
MARSHALL PARAMOUNT
MIDLAND YUCCA
ODESSA LYRIC
PAMPA LA NORA
SAN ANGELO TEXAS
SAN ANTONIO MAJESTIC
TEXARKANA RITZ
TYLER TYLER
VICTORIA EL RANCHO
WACO WACO
WICHITA FALLS WICHITA

UTAH
OGDEN EGYPTIAN
VERMONT
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WISCONSIN
APPLETON RIO
BELOIT STATE
EAU CLAIRE STATE
GREEN BAY ORPHEUM
JANESVILLE JEFFRIES
KENOSHA KENOSHA
LA CROSSE RIVOLI
MADISON ORPHEUM
MILWAUKEE TOWNE
SHEBOYGAN SHEBOYGAN
STEVENS POINT LYRIC
WAUSAU WAUSAU

WYOMING
CHEYENNE LINCOLN
LARAMIE FOX
N. PLATTE PARAMOUNT

**If your favorite theatre
is not listed here, ask the
manager when he will
be playing "Up Front"**

Starring
DAVID WAYNE AS *"Joe"*
TOM EWELL AS *"Willie"*
with MARINA BERTI • JEFFREY LYNN • RICHARD EGAN
A UNIVERSAL-INTERNATIONAL PICTURE



Screenplay by Stanley Roberts • Produced by Leonard Goldstein • Directed by Alexander Hall



This One



WZ4J-JJQ-2687



**"meeting a civilian emergency
would be tough without**

DIXIE CUPS



"Dixie"
is a registered
trade mark of the
Dixie Cup Company

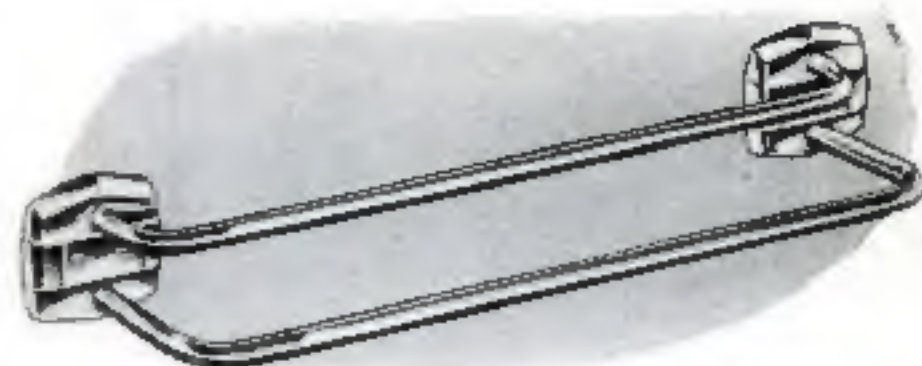
"If it comes to taking care of thousands of people in a hurry, we'll need all the help we can get. Water, coffee, soups and medicines require containers. No one has time or opportunity for dishwashing. Dixie Cups are easy to store, easy to carry, always clean and safe."

EVERYONE SAYS:

My Bathroom and Kitchen just SPARKLE!

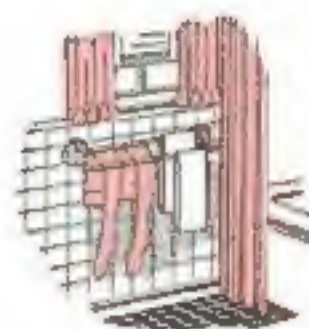


Gleaming new FAIRFIELD accessories make any bathroom or kitchen perk up! And they're wonderfully convenient—give you loads more room to keep towels and toiletries and things always handy! The luxurious lustre chrome finish stays clean and bright with just a wipe. Best of all, Fairfield fixtures are so low in cost, you'll want to get a complete matched "ensemble"! To be sure of these top values, ask for AUTOYRE (auto-wire) FAIRFIELD—at your favorite housewares counter or bath shop.



TWIN TOWEL BAR

Clever space-saver, this two-in-one bar! Holds twice as much—displays a complete towel set beautifully! Serves as lingerie dryer, too.



GLASS SHELF BRACKETS

Unique brackets grip shelf firmly from back—leave surface free, easy-to-clean. (Also available complete with glass.)



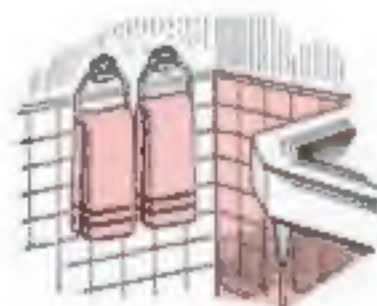
TOWEL BAR

Comes in two popular sizes, 18 and 24 inches long for guest towels, hand towels, bath towels. Fluted design prevents "slipping."



TOWEL RING

Distinctive stirrup shape. Extra decorative, used in pairs. Extra convenient under kitchen work counter—near sink—near stove.



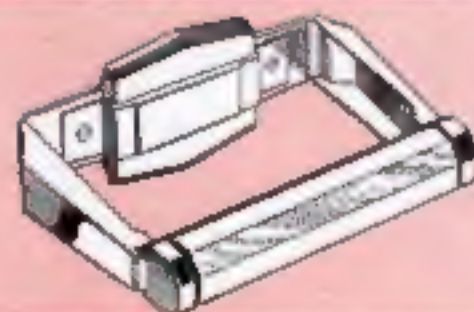
TUMBLER AND TOOTHBRUSH HOLDER

Silvery, satiny chrome finish complements your pastel tumblers and toothbrush handles—goes with any bathroom color scheme.



ALL-PURPOSE RACK

Specially designed so that arms swing freely but "stay put" at any stop position. (Note: Makes the most practical tie rack ever!)



TOILET TISSUE HOLDER



WALL SOAP DISH



DOUBLE ROBE HOOK

At department stores,
hardware stores,
5c and 10c stores.

AUTOYRE

Fairfield

MATCHLESS VALUES IN MATCHED ACCESSORIES



All fixtures carry the Autoyres guarantee



FREE!

THE AUTOYRE COMPANY
Dept. L Oakville, Connecticut

Please send me my copy of your new 24-page, illustrated booklet "77 Ways to Make Small Space Useful and Attractive."

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ADDRESS _____

CITY _____ STATE _____

There's something lovely
about you—darling!

Warner's incredibly lovely bras, of course!

The accent's *on* you when a Warner's is *about* you.

You'll be *simply* wonderful in Warner's tailored, wash-in-a-wink nylon taffetas or cotton charmers. You'll be lovelier—*naturally*—in Warner's exclusive all-elastic A'Lures with stretch-around bands that keep you comfortably lovely. You'll have a beautiful lift in Warner's hug-you-light cotton, lace and A'Lure *strapless* bras.

For that smooth-fitting round-up that Spring sheers love to cling to, choose those you love in your very own 3-Way-Sizes. Priced from \$1.50 to \$10. Match yours with a lovely Warner's girdle. From \$3.95 to \$27.50 at the nicest stores.

Your cup size...no binding,
no ripples. Warner's A to D cup-
sizing fits you letter-perfect.

Your band...no bands, nar-
row or deep bands, or elastic
A'Lure bands fit snugly, smoothly.

Your uplift...whether you
like a little lift or a lot, have your
own way in a Warner's.

WARNER'S® *3-Way-Sized* Foundations and Bras

WORLD FAMOUS FOR LE GANT® • A'LURE® • STA-UP-TOP® • FREE-LIFT® • WARNERETTE®
*Reg. U. S. Pat. Off., The Warner Brothers Company, New York 16, Chicago 6, San Francisco 8



There's only one like this...



Don't be confused about the many companies with the word "Electric" in their names. Just as no two thumbprints are alike, no other "Electric" company is like *Western Electric*.

We don't make toasters, refrigerators, television sets and so on. Western Electric is the manufacturing unit of the Bell Telephone System—has been since 1882. Our regular job is making telephone equipment—*good* equipment—to help the Bell System give America dependable telephone service.

The specialized experience we gain in doing our regular job is put to work as called for in producing communications and electronic equipment needed by the Armed Forces to keep our country safe. In the present national emergency we are hard at work increasing this effort... *Western Electric Company*.

LOU BOUDREAU
Star of the Boston Red Sox

says

**I Always
KNOW
I'm SAFE!**



**"I USE NEW MENNEN
SPRAY DEODORANT FOR MEN!"**

*Checks Odor
and Perspiration
as long as 3 days!*

*Just Squeeze
—IT SPRAYS!*



"The more active a man is," says Lou Boudreau, "the more likely he is to offend others by unpleasant perspiration odor. But I'm always 'safe at home'—thanks to Mennen Spray Deodorant for Men. I like the masculine aroma—and it really protects."

- ★ The spray deodorant that's made especially FOR MEN! ★ Quicker, much easier to apply.
- ★ Dries instantly, won't harm clothes. ★ Contains PERMATEC for longer-lasting protection! ★ You'll like its masculine aroma!



59¢

New ★ *PS. to the Ladies—Buy Him His First Bottle!*
MENNEN Spray Deodorant FOR MEN!

LETTERS TO THE EDITORS

FIGHT FOR JUSTICE

Sirs:

The paintings of the history of Western law with accompanying explanations ("Fight for Justice," *LIFE*, March 12) constitute a masterful portrayal of the development of our legal system. The article makes us proud of our profession and at the same time charges us with a sense of responsibility for the future.

GLENN S. THOMPSON

Yuma, Colo.

Sirs:

Judge Frank's article was a thoughtful and informative contribution to the spirit of the law in its world-wide "Fight for Justice." It will be cherished by all of us who have a vital interest in this, the most impelling question in the entire history of the human race.

WOODA N. CARR

Uniontown, Pa.

Sirs:

Am I wrong or do I see the Flavian Amphitheatre in the 120 B.C. scene in the Forum in the painting titled *The Roman Praetor*?

My dictionary tells me that it was built by Vespasian and Titus in A.D. 72-80.

R. W. BERNARD

West St. Paul, Minn.

● It was. *LIFE's* painting of it was premature.—ED.

Sirs:

Wasn't the Magna Carta signed on June 15, 1215?

ALFRED L. MARGOLIS

San Francisco, Calif.

● The barons began to draft Magna Carta on June 15. King John affixed his seal on June 19.—ED.

Sirs:

Can you send me 10 tear sheets of your article on the development of the law? I would like to circulate them in my class in the philosophy of law.

ROBERT S. HARTMAN

The Ohio State University
Columbus, Ohio.

● A limited number of reprints are available at 10¢ a copy or 8¢ a copy for bulk orders of 20 or over. Address requests to: Dept. L, *LIFE*, 9 Rockefeller Plaza, New York 20, N.Y.—ED.

MULES AND TRAIN

Sirs:

I noticed a striking similarity between the portions shown in these two pictures. The first one is taken from your article, "A Hectic Week of Paris Fashion Showings" (*LIFE*, March 5); the second appeared in "Last of the Quadrupeds in the U.S. Army" (*LIFE*, March 12).

GERHARD O. W. MUELLER

Chicago, Ill.



DRESS

MULES

TV FLUFFS

Sirs:

Your story, "Ways to End TV Fluffs" (*LIFE*, March 12), takes up a problem we have long had here at



KNBH. Some of our performers solve it by writing important cues or credits on the palms of their hands, as this picture shows.

BOB PELGRAM

KNBH
Hollywood, Calif.

WAY TO PEACE

Sirs:

The editorial, "This Way to Peace," Part II (*LIFE*, March 12), is just right and so true. The pity is that the power of "political warfare," its lasting good, and its economy are not realized by our national leaders and those of the U.N.

REX TRAVIS

Colorado Springs, Colo.

Sirs:

Thank God! Heartfelt thanks from just an ordinary American, a mother of three children, living in a small town and wondering why so many of our American leaders are so afraid the people don't realize what a terrible situation the world is in today.

MRS. LEE SCHIFFER

Coopersville, Mich.

MANKIEWICZ

Sirs:

In "15 Authors in Search of a Character Named Joseph L. Mankiewicz" (*LIFE*, March 12), why was there no

CONTINUED ON PAGE 10

Please send



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L-4-2



NOW...TO HELP GUARD YOUR BABY'S HEALTH AND COMFORT

Announcing Playtex® DRYPER®

...sanitary snowy-white diaper pads

...use only once; then

flush away like tissue

Clean, snowy-white, SANITARY Drypers are the modern diapers you use only *once*... then flush away.

Made of super-absorbent Cellulon,* they soak up 8 times their weight in moisture. And they're bunny-soft, as gentle on baby's tender skin as the touch of your own hand. Use Dryper pads only *once*... then flush away like tissue; you never wash, dry, or even touch a soiled Dryper pad.

Help prevent diaper rash

Drypers are cleaner, simpler, more convenient than any diapering method you ever used. So easy you can change baby more often, and reduce the risk of harmful uric-acid burn and diaper rash.

Worn with specially-designed waterproof Dryper panty. No chafing, no binding. Baby is comfy all the time in any position—toddling, creeping or sleeping.

Playtex Drypers are available at department stores and wherever baby needs are sold. Change from *wet* to Dryper, the diaper you use only *once*... then flush away.

Worn Inside Bunny-Soft, Playtex Dryper Panty.
Nylon-Lined And Waterproof!

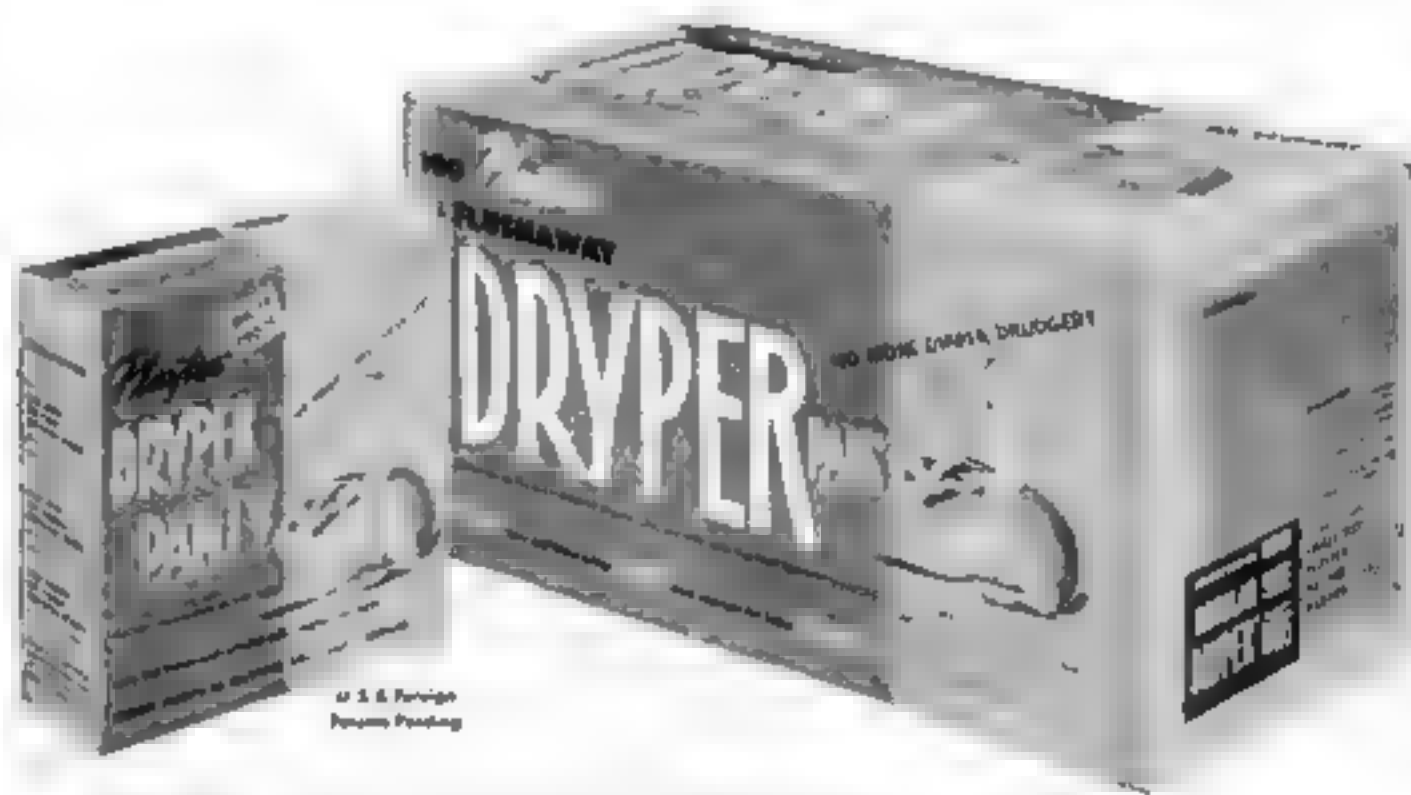
No fuss... No muss... from WET to DRYPER!



ONE—Shake out used Dryper pads and flush away; then rinse panty. You never even touch pads.

TWO—Slip fresh Dryper pads under bunny-soft nylon web of another clean Dryper panty.

THREE—Close snaps at leg openings; pin each side as usual. Presto, a dry happy baby!



100 PLAYTEX DRYPER PADS, regular size \$1.29
100 PLAYTEX DRYPER PADS, large size . \$1.49
PLAYTEX DRYPER PANTY each \$1.49

INTERNATIONAL LATEX CORPORATION
Playtex Park © 1961 Dover Del.
PLAYTEX LTD., Montreal, Canada

*Trade Mark

If you're a 'Boxer Man' wait
till you ease into these



MEN who prefer all-around elastic waist band comfort are demanding Boxers with GRIPPER® Fasteners. Here's why...

1. They're easier to get in and out of!
2. They make laundering easier.
3. The elastic lasts longer!
4. They're more convenient... neater... smarter looking!

NO WONDER active men are delighted with these wonderful GRIPPER Fasteners! They're on to stay... yet are easy to snap and unsnap.

And women like them better, too, because they know that GRIPPER Fasteners (made only by Scovill) won't pop off... chip... or break. They're

laundry-proof, and make ironing so much easier!

So, this year in Boxers (or whatever style of woven shorts you prefer) you'll find that GRIPPER Fasteners are a wonderful advantage. And shorts with GRIPPER Fasteners are available in leading brands everywhere.

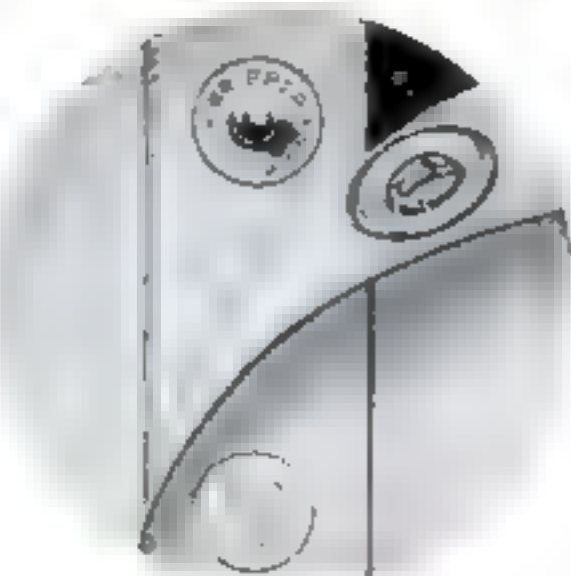
GRIPPER Fasteners for home attachment are available at all notion counters.

THE LAUNDRY-PROOF SNAP FASTENERS
THAT END 'BUTTON BOTHER'!

**GRIPPER®
FASTENERS**

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A PRODUCT OF SCOVILL



LETTERS TO THE EDITORS CONTINUED

mention that Joseph Mankiewicz co-authored the greatest film of them all, *Citizen Kane*? Wasn't that the turning point of his career?

HARRY G. MCGIRT
Greensboro, N.C.

● Not Joe, but brother Herman wrote *Citizen Kane*, which won him an Academy Award in 1942.—ED.

LETTERS TO THE EDITORS

Sirs:

David Rankin Barbee has behind him a career as one of the great Southern editors. But don't let him kid you about okra and gumbo (Letters to the Editors, *LIFE*, March 12). His recipe for vegetable soup—one of the least components is okra—has not been made once a year in any Southern state since the days of Henry Clay, John C. Calhoun and Andrew Jackson.

CHARLES COULTER
Washington, D.C.

● Mr. Barbee insists this recipe has been used in Louisiana for the last 100 years. "My wife," he says, "has been cooking it for 30."—ED.

"FOURTEEN HOURS"

Sirs:

Like most Philadelphians we find your cover story on Paul Douglas ("Fourteen Hours," *LIFE*, March 12) very interesting. Like some we are disturbed that you have made a North Philadelphian of him. Mr. Douglas, nominated as our "outstanding alumnus of the year," is a graduate of the West Philadelphia High School and previous to that of the Oliver Wendell

Holmes Junior High School, both in West Philadelphia.

JOSEPH L. POLLOCK
West Phila. High School Alumni Assn.,
Philadelphia, Pa.



PAUL DOUGLAS, '25

● The 1925 yearbook of the West Philadelphia High School printed this picture of Paul Douglas, notes that he was editor of school paper, member of the Corridor Patrol and secretary of the Shakespeare Club.—ED.

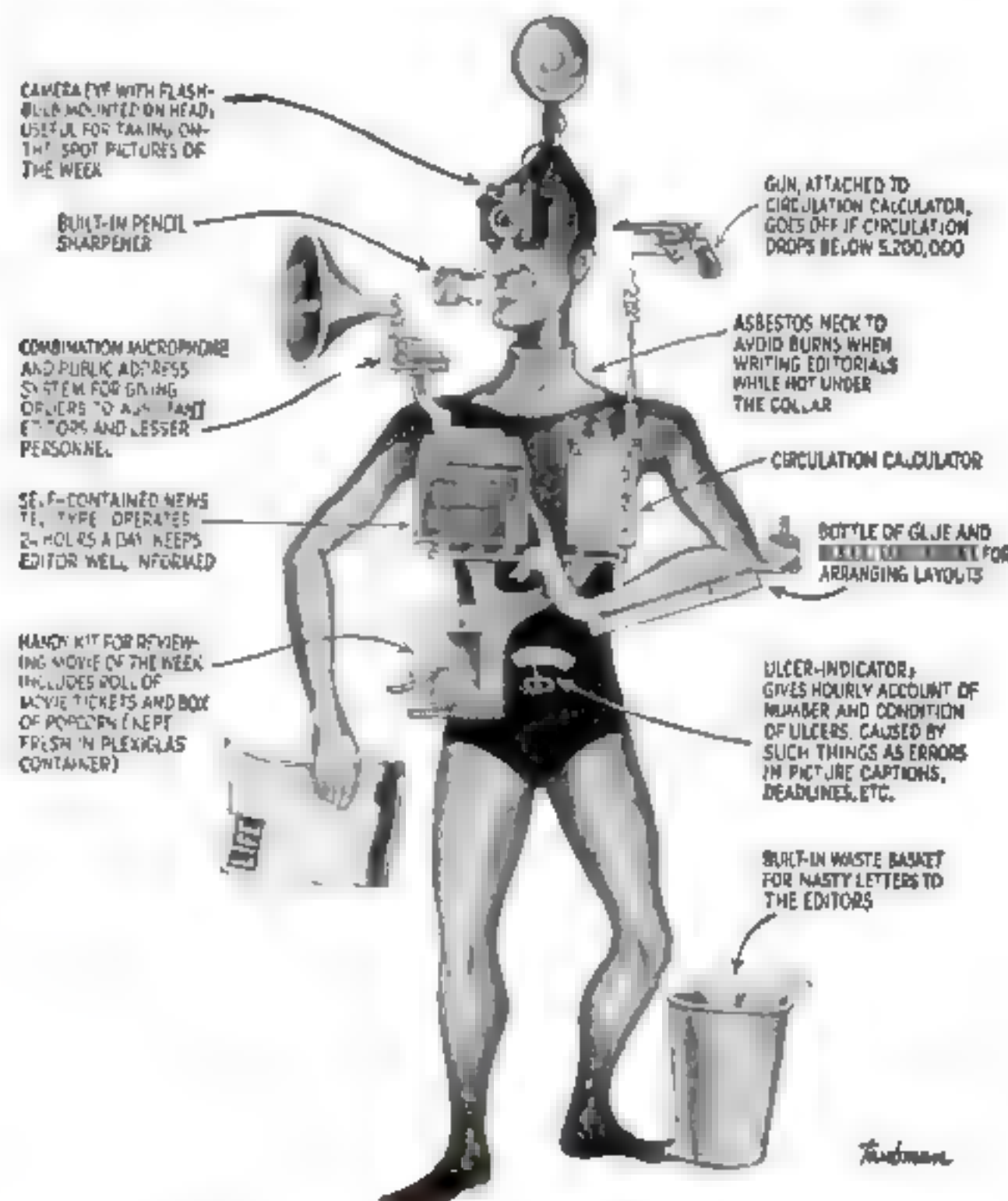
SPEAKING OF PICTURES

Sirs:

After studying Artzybasheff's modern man (Speaking of Pictures, *LIFE*, March 12) I decided *LIFE* editors could use a few basic changes. Here is my "Improved Design for *LIFE* Editors."

JAMES WARREN TAUBMAN
Philadelphia, Pa.

IMPROVED DESIGN FOR LIFE EDITORS INCORPORATING THE BASIC VIRTUES OF EXISTING MODELS



● Always eager to improve themselves, *LIFE*'s grateful editors are considering Reader Taubman's design.—ED.

Spring Cleaning Sale!



Original COLONIAL GIRL

CARRY-ALL APRON

with the largest pocket you ever saw

CERTIFIED
\$1.25
VALUE **FOR ONLY 25¢**

WITH TWO WRAPPERS OR BOX TOPS FROM ANY OF THESE LEVER PRODUCTS



Ask Your Grocer About This Sensational Offer!
Finest Quality Vinyl Plastic! Gay, Smart, Useful!
Requires No Washing or Ironing!

HERE'S A GRAND OFFER now being made so you can get to know these Lever products better! It's the most glamorous and useful apron you ever saw...this big-pocket apron of countless uses that's a real fashion item as well. It's soft, durable vinyl plastic, with colonial girl design. Made exclusively for Lever Brothers.

And believe it or not, this smart practical apron is actually yours for only 25¢ with 2 wrappers or box tops from LUX FLAKES, LUX TOILET SOAP, LIFEBOUY, SWAN, RINSO, SURF, or SILVER DUST. This beauty of an apron is a certified \$1.25 value. It's double thickness with sturdy banded tie—with huge pocket to free your hands for housework.

Use it to carry your cleansers, dust cloths, polishes, brushes. Perfect for Spring Cleaning!

Use it later for knitting and sewing, for clothes pins...to carry damp clothes for hanging. Fully stain-resistant! Wipes clean with a damp cloth. Never needs washing or ironing!

Sensational Value—Limited Time Only

Your grocer is having a Spring Cleaning Sale. Get any of these Lever products you're going to need...now...then send 25¢ and 2 box tops or wrappers from any of these fine Lever products for each apron you order. Get several while you can. They're grand for gifts.

You'll use this smart, useful apron all year 'round. And it's the kind of value you don't see often! But hurry! Supply is limited. Use handy order blank at right. Get extra blanks from your grocer—and order yours now!



GAY COLORS!
Canary Yellow Apron
—trimmed with
Lipstick Red and
bright Spring Green.

Clip this handy Order Form **RIGHT NOW!**
Mail to APRON,
Box No. 357, New York 46, N. Y.

I enclose _____ in cash and _____ wrappers or box tops from any of these LEVER Products:

RINSO SILVER DUST LUX FLAKES LUX TOILET SOAP
SWAN LIFEBOUY SURF

(Enclose 25¢ and 2 box tops or wrappers for each apron.)

Please send _____ CARRY-ALL APRONS TO:

Name _____

Address _____

City _____ Zone _____ State _____

* This offer is good only in the continental United States (including Alaska), and Hawaii. Expires May 31, 1951. Allow 3 weeks for delivery. This offer is subject to applicable state and local regulations.



PUT IN MODERN CHAIR, THATCH DREW HOWLS IN ANGER



BEGINNING TO CRY, THATCH GRIPS ARM AND RISES UNSTEADILY



IN NEW APPROACH THATCH BEGINS TO TWIST OUT OF CHAIR



LIKE A RELUCTANT SWIMMER, HE STRETCHES A TOE TOWARD FLOOR

SPEAKING OF PICTURES . . .

. . . A baby boy wins an epic battle to get out of the clutches of a modern chair



THATCH LEANS OVER AND REACHES DOWN TO TEST HIS ALTITUDE



THEN HE TRIES TO ROCK HIMSELF FORWARD OUT OF CHAIR



HOLDING ON FOR DEAR LIFE, HE MAKES A LAST MOVE TO SAFETY



THATCH COMPLETES DESCENT, STANDS IN SMILING TRIUMPH

Robert Thatcher Drew, who is 9 months old, knows what he likes, and until recently he did not like modern chairs, especially the sagging, batlike chair in his parents' Detroit living room. It wasn't that the chair was too hard or too soft. It was just that, once he was put in it, Thatch

couldn't get out. Rue Faris Drew, who is young Thatch's mother, is also a photographer. When she noticed her son's hostile attitude toward the chair she could not resist dumping him in it so she could photograph his monumental struggles to escape. Finally, after a 10-minute battle;

Thatch landed upright on the floor. As it turned out, Thatch's mother was just as good a psychologist as she was a photographer. Having once conquered the chair, Thatch now regards it as an old friend and likes to climb up into its comfortable fastnesses to take his bottle.

only the revolutionary
Van Heusen *CENTURY* Shirt
 has the patented soft collar that

won't
 wrinkle
 ever!



Secret behind Van Heusen Century Collar is woven in one piece. No sewn or fused layers to wrinkle. Fold line woven in to stay . . . can't be ironed wrong.

In white, wide-spread or regular collars, single or French cuffs — in two weaves of fine broadcloth, \$3.95, \$4.95

In blue, tan or grey, wide-spread (French cuffs) or regular collar (single cuffs), \$4.50

Tie shown: Van Heusen Wicker Weave Print, \$1.50



Perspiration won't wilt it! Soft collar needs no starch or stays to keep neat day and night. Has Van Heusen "Comfort Contour" collar styling.



Laundering won't hurt it! Easy to launder—you can't even iron-in wrinkles. No starch, less ironing mean more comfort, more wear.



Patented one-piece collar! Has no lining—just can't wrinkle. Feels as soft as fine linen. Only Van Heusen Century has this collar.

Van Heusen *CENTURY* shirts

A new shirt free if your Van Heusen shrinks out of size! \$3.95 and \$4.95

Phillips-Jones Corp., N. Y. 1, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Collars

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LIFE'S COVER



Mercedes ("Beba") Spradling, 23, is a girl who gets around the Western Hemisphere. Her mother is Cuban; her father, who is a top executive in the South American branch of the Armco Steel Corporation, is from St. Louis, Mo. Born in Cuba herself, Beba spends her winters in Buenos Aires and her summers in Uruguay's fashionable Punta del Este (pp. 120-123). Except when visiting relatives in the U.S., Beba, who is studying to be a concert pianist, was not allowed to go out without a chaperone until this year. "Courting," she says, "is done mostly by telephone. We have high phone bills."

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KIRK DOUGLAS
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"ACE IN THE HOLE"
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and healthier, handsomer hair



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I'm Cupid's right hand guy.



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JERIS

ANTISEPTIC HAIR TONIC





1. Go-Getter Gus had lost his zip, he was a tired man.
 "To help get back my vim," he said, "I have a four-point plan.
 The first step is to register at Statler for a rest.
 It helps revive you just to know you really *are* a guest."



2. "The second step's a Statler bath—when cares and worries tax,
 A pleasant soak in steaming tub helps tightened nerves relax.
 There's lots of soap to lather with," cries Gus with brightening eye,
 "And stacks of snowy towels wait to rub me briskly dry."



3. "The third step in my plan," says Gus, "—a hearty Statler meal.
 For it's amazing just how good, good food can make you feel,
 And Statler's food is *extra* good—no pastries could be lighter.
 With every mouthful that I take, I find that life looks brighter."



4. "And now the fourth and final step, the one I like the best—
 It's stepping into Statler's bed for sound and slumbrous rest.
 Eight hundred thirty-seven springs sure buoy up the snorer . . .
 Give comfort deep and night-long sleep—a wondrous vim-restorer."



5. "Refreshed, revived, I'll soon bound out, 'go-getter' once again."
 Gus cries, "The Statler's wonderful for busy businessmen,
 The business district's close at hand, and so are shows and shops.
 No wonder Hotel Statler's where the knowing traveler stops!"



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LIFE

Vol. 30, No. 14

April 2, 1951

WHO'S A LIAR?

TURN THE PAGE →

ALL SWORE TO TELL THE TRUTH—SOMEBODY LIED

The anxiety-pursed face on the preceding page, which filled the screens of millions of television sets last week, is that of William O'Dwyer, U.S. Ambassador to Mexico, testifying during a critical moment before the Kefauver committee's crime investigation in New York. Bill O'Dwyer, former mayor of the city, had plenty of uncomfortable moments during the hearings. In spite of previous denials he was forced to admit that he was acquainted with gangsters and had appointed their friends to office. Still, when six of the eight days of New York public hearings were done, O'Dwyer had seemingly come off fairly well—better, at least, than Frank Costello or Joe Adonis, who faced prosecution for contempt or perjury. Then on the seventh day the committee yanked the rug out from under him.

John P. Crane, president of the Uniformed Firemen's Association, the fire fighters' benefits and lobbying organization, took the stand. Between

1946 and 1949, he testified, he had given O'Dwyer and O'Dwyer's faithful henchman, James J. Moran, a total of \$65,000 in gifts and campaign contributions to win support for legislation and decisions affecting firemen. He had given Moran \$55,000, Crane said, and had handed O'Dwyer \$10,000 in an envelope during a visit to Gracie Mansion, New York's White House.

What gave Crane's testimony the shock value of an atomic blast was that O'Dwyer and Moran, under oath and in testimony excerpted below, had flatly denied receiving such contributions. Next day Moran was forced to resign the \$15,000-a-year lifetime water-board job O'Dwyer gave him just before he quit as mayor. A check of O'Dwyer's income tax returns was begun, and there were unofficial demands that he resign his ambassadorship. Federal prosecution loomed for someone because obviously someone was a liar. The next question the people wanted answered was: "Who?"



O'DWYER?

O'Dwyer is testifying. Q. Did Crane during the year 1949 ever visit you at Gracie Mansion? A. I don't recall that. Q. Is it possible that he might have? A. Possible. Q. Did he ever come alone? A. I never recall him coming alone. Q. Do you know whether Mr. Crane ever made any campaign contributions? A. I don't know. Q. Did he ever make any to or through you? A. He did not. (Later) Q. Did Crane ever make a campaign contribution to or through you? A. As I told you before, he did not.



MORAN?

Moran is testifying. Q. There has been a witness on the witness stand . . . named Crane, John Crane. . . . Do you know him? A. I do. Q. Did Mr. Crane ever make any gift to you? A. He did not. Q. Did he ever hand you any money? A. He did not. Q. Did he ever deliver any cash to you? A. He did not. Q. He testified that you once told him—I believe that I can paraphrase it—that you were a poor man. Did you ever complain to him about not having much money? A. I never complained to anybody about that.

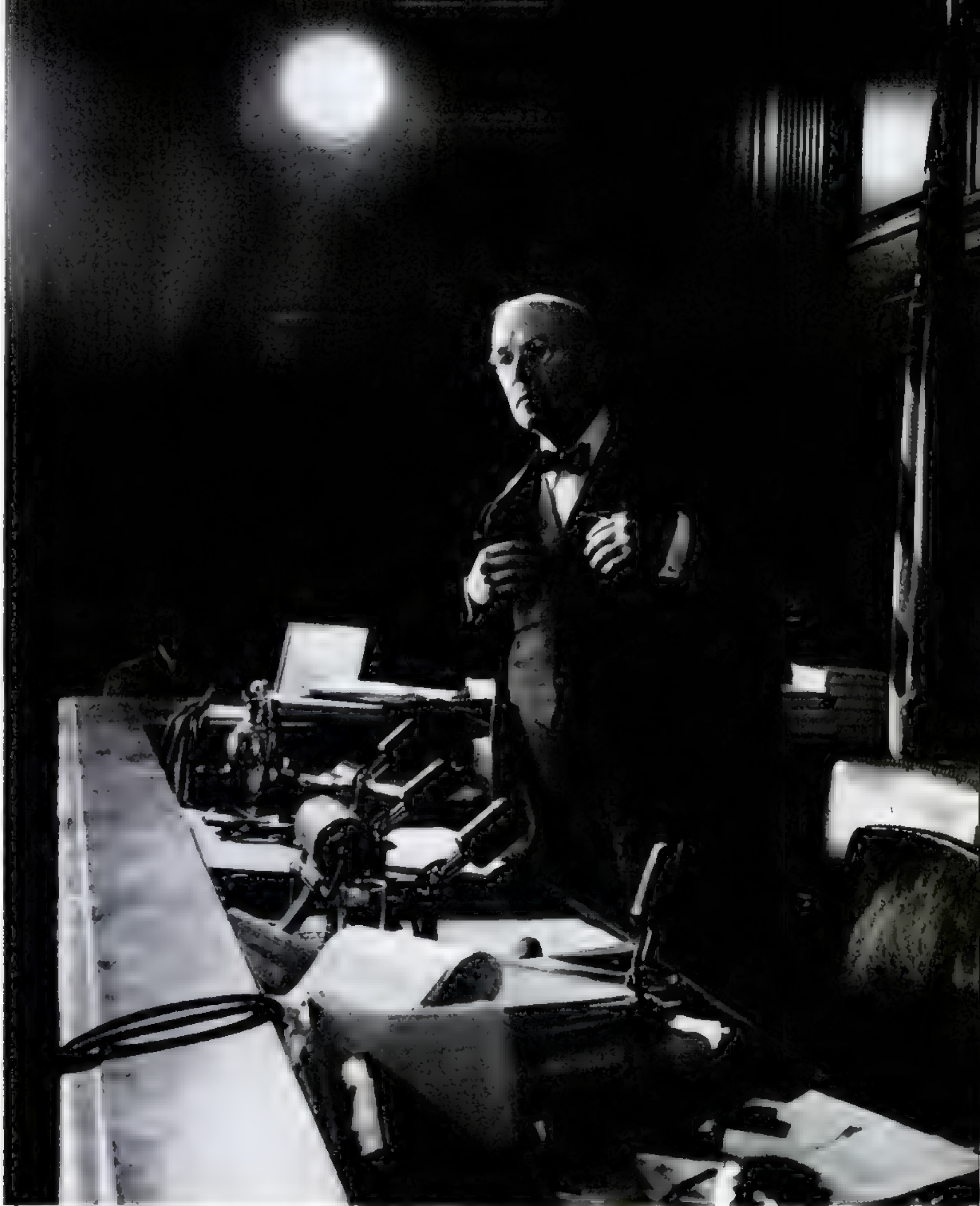


CRANE?

Crane is testifying. Q. After he [Moran] told you he was a poor man, did you take certain action . . . ? A. I made him a gift of \$5,000. Q. During 1947 did you cash four checks each in the amount of \$5,000? A. I had such checks cashed . . . that was given to Mr. Moran. (Crane then told of meeting O'Dwyer at Gracie Mansion "alone.") He said, I had promised him the support of the firemen and I offered him some evidence . . . in the form of \$10,000. . . . I [later] made two \$10,000 contributions to Moran.

LIKE THE MILLIONS WHO WATCHED HIM BY MEANS OF TELEVISION, THE COURTROOM SPECTATORS VIEWED O'DWYER CRITICALLY AND WITH MIXED FEELINGS





TOBEY'S WAS THE VOICE OF MORAL INDIGNATION

But O'Dwyer's fiercest counterattack against the committee came when he charged committee member Charles William Tobey (above), senator from New Hampshire, had himself solicited and received

campaign contributions from questionable sources in New York. Next day O'Dwyer lamely exhibited his only evidence: a routine thank you Tobey wrote the politically innocuous National Committee for an

Effective Congress. It was a ringing victory for the New England stalwart, whose moral indignation and old-fashioned eloquence have made him the most picturesque participant in the hearings. (next page).

"IT IS POSITIVELY THE MOST

Here are some notes for a future historian on how commerce slowed



THE week of March 12, 1951 will occupy a special place in history. The U.S. and the world had never experienced anything like it. In Detroit the telephone company noticed that for hours at a time normally clogged lines went practically unused. Switchboards were silent and dark; operators dozed. Then suddenly for brief periods—sometimes 15 minutes, sometimes an hour—calls flooded in as if everybody were trying desperately to compress a day's work into the shortest possible time. Thousands of people stayed away from their jobs. Department stores (pre-Easter offerings notwithstanding) and theaters were almost deserted. Yet the people were not on the streets either. Trolley cars in many cities carried half their normal loads. New York cab drivers wasted gas in a vain search for passengers. It became apparent that at least one fifth of the population had absented itself from normal pursuits. All along the television cable it had suddenly gone indoors—into living rooms, taverns and club-rooms, auditoriums and back offices. There, in eerie half-light, looking at millions of small frosty screens, people sat as if charmed. For days on end and into the nights they watched with complete absorption. In Philadelphia one man, no more rapt than others, sat staring, unaware of a fire until it had destroyed a shed in his back yard and swept into the upper story of his home.

What the hapless Philadelphian and his millions of countrymen were watching with such fascination was the first big television broadcast of an affair of their government, the broadcast from which all future use of television in public affairs must date. A New York reporter calling up housewives for their reaction to the phenomenon was told by one of them, "It is positively the most wonderful thing I ever saw. But don't hold me up. You're taking up my time."

The U.S., known as a faddist nation, had gone mildly insane at times over such diverse matters as the Hall-Mills murder trial, Golfer Bobby Jones, a miner named Floyd Collins who was trapped in a cave, the Lindbergh kidnaping case and a musical comedy named *South Pacific*. But never before had the attention of the nation been riveted so completely on a single matter. The Senate investigation into interstate crime was almost the sole subject of national conversation. Newspapers gave it 10 times as much space as the Korean war. Classes at universities and high schools were dismissed to watch the telecasts, and inmates of the jail at New Haven, Conn. petitioned to see them.

FOR years the relation of the average American to his government had been strictly impersonal. The old town meeting had given way to the deliberations of a board of aldermen which sat in the vague recesses of a downtown office building, a state legislature which met hundreds of miles away and a Congress which gathered thousands of miles away. Few Americans had ever seen their lawmakers and public officials in action. Indeed very few, especially in view of the common practice of dodging jury duty, had ever seen a court proceeding. Many had never seen a congressman or senator face to face.

Crime was a subject much discussed, but few

citizens had any firsthand knowledge of it. The big-shot gangster had become a highly publicized figure with the Prohibition Era and it was generally known that he had transferred his attentions to gambling after prohibition was repealed. Yet few Americans had ever seen a big-time gangster, much less heard one talk.

On the relations between gangsters and government, Americans had an odd combination of cynicism and naivety. The old frontier suspicion of politicians remained; many Americans believed with at least half their hearts that all politics was crooked. Yet Americans were also idealists. The thought that any particular politician—the man who made those ringing speeches during election campaigns, the man who spoke so righteously to the newspaper reporters—the thought that such a man could be bribed by a criminal was too much to accept. Average Americans liked to think, with utter illogic, that while bribery and corruption were rampant, they were only rampant somewhere else.

THUS, what appeared on the television screen in the week of March 12, 1951 was something that came as a complete surprise to most Americans. The very act of swearing in a witness—having him stand and raise his right hand and say "I do"—was a strange solemnity. The face of the witness, waiting in fear, confidence or arrogance for the first question, was a new type of real-life drama. The expressions of senators, listening to the testimony with politeness, with outrage, sometimes with boredom and sometimes with the deceptive wariness of the hunter, were a new study in human emotions. The spectacle of a brilliant committee counsel relentlessly nailing down the facts was a breath-taking view of a different kind of intellectual life. Overnight Rudolph Halley, previously unknown, became more famous than Clarence Darrow had ever been—and hundreds of thousands of Americans wished fretfully that they had taken up the law instead of more prosaic occupations.

Everybody, including the kids, suddenly became expert in legal jargon; amateur attorneys sprouted in every living room and bar. A newspaper columnist, Ollie Crawford, summed it up perfectly: "Friend of ours hasn't eaten for a week because his wife is judging the case. . . . She's afraid that if she goes out in the kitchen the racketeers will take over America." When an old Capone gangster named "Greasy Thumb" Guzik was called to the witness stand and refused to answer questions on the ground that "it might incriminate me," he was asked by the committee if a lawyer had advised him to say that. "No," he said. "I heard it on television."

In a way the 1951 spectators, representatives of a nation never noted for respect for the law and always noted for sympathy with the underdog, had come to cheer Costello—who arrived at the hearing with a high-flown statement asking to be heard without prejudice so that he could establish his good name. ("I am begging you to treat me as a human being.") For a long time many viewers hated the committee counsel for badgering him. Then it began to dawn that Costello was not being nearly so frank as advertised. The audience listened in growing irritation to his answers:

"I don't know."

WONDERFUL THING I EVER SAW"

and streets were deserted while the U.S. got a lesson in government

"I just don't remember."

"I just don't even remember that conversation."

"I wouldn't know; I never went into details."

"I haven't got the least idea."

"Well, I can't remember everything."

The audience also noted that the first time Costello seemed to be getting into real trouble he was immediately struck dumb by laryngitis. But as soon as a committee doctor examined him and found him able to testify, his voice returned. For years the old prohibition gangsters had been trying to prove that they had gone respectable, acquired culture and become filled with regret for their gun-toting days. But when Costello went on view to the public as a desedem-and-dose guy with \$50,000 in his apartment safe, a couple of judges in his pocket and a strong desire to stall and mislead the committee, he forever shattered the carefully nurtured illusion.

The spectators wound up cheering somebody quite different—an old-fashioned, somewhat pompous, vinegary 70-year-old named Senator Tobey of New Hampshire. By all practical standards of 1951 Americans—who had got used to fixing traffic tickets, paying money under the table for a new car, hoarding a little sugar, chiseling a little on the income tax—Senator Tobey was a hopeless old fuddy-duddy, a white-haired relic of more innocent days. To a nation which had abandoned the dead languages for automotive engineering, he persisted in quoting Latin. His voice rose in an almost forgotten type of oratory; the obsolete phrases and sentiments poured from his lips. Once he broke down and wept.

He listened to a recital of some of New York's crookedness and was moved to say, "Up in New England we had a poet. He is dead now. His name was John Greenleaf Whittier. He had a home up in Swan Lake. He wrote some wonderful things in poetry. He wrote one poem called *Problems*, and in this poem he commented on the ills of the body, and he closed with a couplet that I want to submit for the record and to the people on the mystic radio and television:

But solution there is none
Save in the rule of Christ alone.

"There is the answer. When the hearts of men and women are touched they take their inspiration from the Master of Men, and then we will have a righteous and new America, and we will have in this nation a nation in which 'Dwelleth righteousness,' and, before God, it is high time!"

In New York one viewer wrote to his newspaper: "... It is my opinion that the Kefauver committee would do well to let Senator Tobey stay among his angels. His sanctimonious, self-righteous, limelight-seeking and holier-than-thou remarks haven't helped the committee. ..." But on the final day of the New York hearings things changed. Senator Tobey, who had been speaking up all the while, summarized his feelings in a little peroration, delivered in his usual "sanctimonious" style. A bartender in Pittsburgh popped his eyes in amazement as his patrons, crowded deep to watch the telecast, burst into spontaneous applause. The

next morning the editorial in the New York *Mirror*, a hard-boiled tabloid which incidentally prints the best racing tips in town, said this: "We may smile at Tobey's clichés, and his ready references to Scripture, Tennyson, Farragut, Whittier, etc., and his occasional 'Damn!' ringing out indignantly and righteously over the air waves by senatorial privilege—but they stir memories of virtues too many Americans have forgotten, and attest to standards of conduct which, however long unhonored by so many in public life, are still the true American standards."

"Many who started to laugh as he began his peroration at the close of yesterday's hearing found that, when he had finished, their eyes were wet."

Senator Tobey, not even a lawyer and with no real lasting claim to fame as a U.S. senator, a babe in the woods to whom most listeners could have given surprising information about gambling, a very old-fashioned and garrulous graybeard, became a real figure in America.

It was plain that the hearings had some aspects of the old Roman circuses, with the thrill coming when the lion—Halley or an accusing witness—drew blood. But still they seemed to have some of the elements of the old camp meeting and the religious revival, as if the nation were ready for some kind of mass repentance. The advice of gentleman bookmaker James Carroll of St. Louis—"For many people gambling is a biological necessity. It gives substance to their daydreams"—went relatively unnoticed.

Certainly the hearings involved a good deal of real corny political absurdity. It must be remembered that 1951 American politics was often on a primitive level: Chairman Kefauver himself had been elected to the Senate partly because he campaigned in a coonskin cap. Nobody in the investigation room seemed to blush, therefore, when one senator read into the record a telegram that was the most outrageous form of commercialism and press-agentry:

YOUR CRIME INVESTIGATION HAS CAPTURED THE FASCINATED ATTENTION OF MILLIONS OF AMERICANS BY MEANS OF TELEVISION. AN INTERESTING FOOTNOTE TO THIS IS: NATIONAL SALES OF OUR POPS-RITE BRAND FOR HOME POPPING ARE UP 112% IN LAST WEEK. YOUR TV AUDIENCE APPARENTLY LIKES TO MUNCH POPCORN AS IT HISSES THE VILLAIN. . . .

Nor did anyone complain when Chairman Kefauver appeared as guest on a nighttime television quiz show, sponsored by an underarm deodorant, in the midst of the hearings. Most listeners seemed surprised, as a matter of fact, that he donated his \$50 guest fee to his hometown college in Tennessee rather than keep it himself. After the stories told from the witness stand about how other politicians had chosen to make personal profit from their positions, this came as quite a welcome shock.

After all, America, as strange as it will doubtless seem to later generations privileged to view the whole process of life and government in their own living rooms, was just growing up politically in the week of March 12, 1951.



LADIES

we know that Costello,

O'Dwyer et al were fascinating

BUT

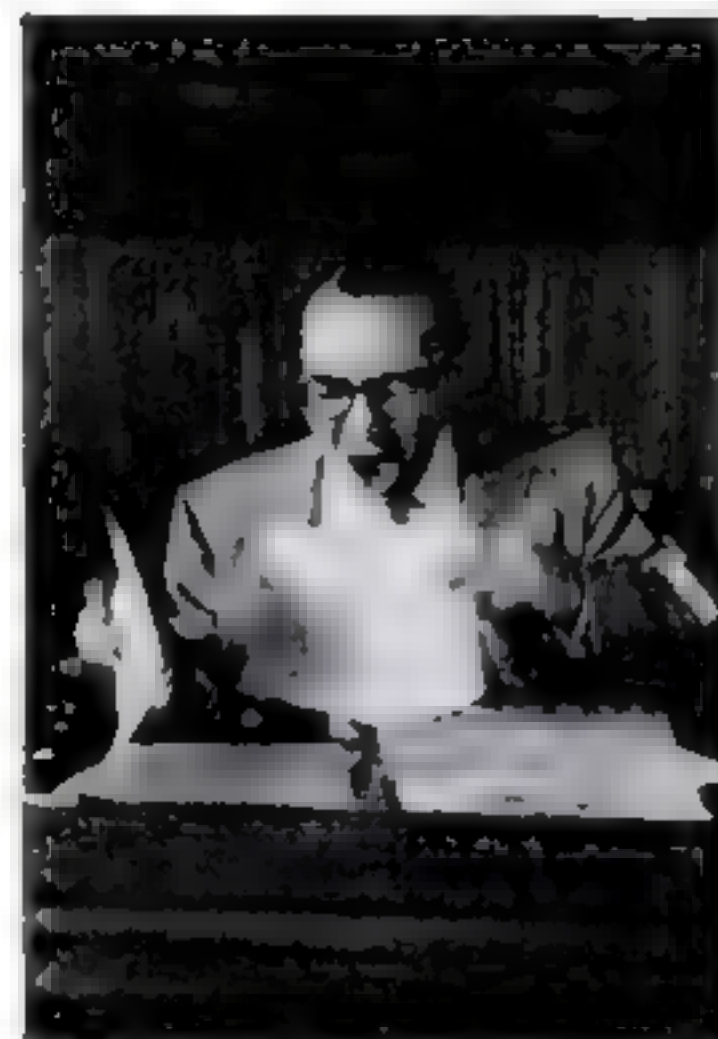
you must look pretty for Easter

SO

Bonwit Teller will be open

tonight till 7:00





HALLEY AT HOME in his midtown New York apartment worked nearly as long and quite as hard as he did in hearings. He dictated assignments to the committee's 25-man investigative staff which he directs, pored over transcripts of testimony to brief himself for the next day's questioning and studied some of the

50 tips that the committee has recently received each day. Usually weary of eye and brain by 2 a.m., he would bounce back to brimming vitality after his customary six hours' sleep. Completing his last day's work in New York (*above, right*), Rudolph Halley could again look forward to the golf and theatergoing he likes.



ADMIRERS surrounded Halley during recesses at the New York hearings to pump his hand and wish

him well. Many spectators asked for and got his autograph. He also received mash notes during hearings.

HALLEY WAS A COMET ACROSS TV NETWORKS

As its main interrogator, the chief counsel for the Kefauver committee often had to draw unwilling testimony from men who, as policemen or prosecutors (O'Dwyer had been both), were themselves skilled at tenacious examination and verbal entrapment. Rudolph Halley's success at this was due to extraordinarily hard work (*above*), to his prodigious memory (he used no notes during the hearings) and to his ability—which showed brilliantly on television—to press question after relentless question in his flat, metallic voice.

Halley is a stocky, good-humored, 37-year-old New York lawyer, who has enormous energy and a respect for law and order as ingrained, if not as flamboyant, as Senator Tobey's. Born in Harrison, N.Y., he graduated from Columbia law school at the age of 20, has since divided his time between government work (*below*) and a lucrative civil practice. During the 10 months of the Kefauver hearings he usually worked 16-hour days, seven-day weeks, compiled some two million words of testimony and bested most of the major underworld figures in the U.S. For this he would receive less than \$7,000.

This week he could start writing his report. His boss (*opposite*) wanted to end the hearings and begin drafting remedial legislation to curb some of the evils the committee had uncovered.



ASSISTANT COUNSEL to Truman committee in 1943, he worked with Truman, became chief counsel,



McCORMICK AND THE HEARTLAND

VOICES OF THE HEARTLAND

Kansas City Star—Feb. 5: Eisenhower "has been bidding us do what, in our hearts, we have known all along that we should and would eventually do. . . ."

St. Louis Post-Dispatch—Feb. 27: ". . . No individual nation can act in 'glorious isolation' from its neighbors."

Detroit Free Press—March 4: Publisher John Knight talking: "There are those who believe that an armed-to-the-teeth America could stand alone. I do not share that illusion. While there are many inherent dangers in building a strong defense line in Europe, I favor this procedure as the best means of preserving our own security."

Des Moines Register—Feb. 5: "What we have got to do boldly and unstintingly, as General Eisenhower says, is to create an upward spiral of strength and confidence [in Europe]."

Atchison (Kan.) Globe—March 5: "The eagle and not the oyster is the emblem and symbol of America."

Cleveland Plain Dealer—March 1: "No one has seriously argued that we should abandon Europe. . . . The question here is how to make America's contribution to the defense of western Europe most effective."

Omaha Evening World-Herald—Feb. 16: "If it were just a military issue and nothing more, there would be no wide difference of opinion. The people—Republicans, Democrats, Congressmen, taxpayers, almost everybody—would go along with Generals Eisenhower, Marshall and Vandenberg. . . . But there is more involved than strategy. There is also, as the Senator [Taft] pointed out, the matter of paying the bill."

The Cleveland and Omaha newspapers quoted just above are among several listed at the right which side more or less with Taft and Hoover on troops-to-Europe. But does this make Taft, Hoover and those newspapers isolationist in the *Tribune* sense? Just for a sampler we asked our Omaha correspondent how he, the *World-Herald's* readers and the newspaper's editor would answer such a question about that newspaper. His reply: "The editor of the *World-Herald* does not consider it to be 'isolationist' in the sense that the *Chicago Tribune* is isolationist. I do not consider it to be isolationist in that sense. I do not think most readers so consider it." And what about Bob Taft? Does he agree, basically, with the *Chicago Tribune*? We think not. But this is something that probably needs looking into.

WHO SPEAKS FOR THE MIDLAND U.S.? CERTAINLY NOT THE COLONEL

Colonel Robert R. McCormick and the *Chicago Tribune* go right ahead at their old stand, preaching pure-and-simple isolationism. The Colonel and the *Tribune* are universally understood to say that the U.S. should mind its own business and let the rest of the world mind its business. They also foster the notion that isolationism is a native product of inland America, whereas the contrary doctrine of "interventionism" is an evil and alien product of the effete east.

Now the Colonel may be right or he may be wrong about isolationism as such. A more interesting question is whether he is right about his native land—literally *his* native land, the great midland between the Alleghenies and the Rockies. Colonel McCormick must be right or he must be wrong in holding that isolationism is the natural and characteristic belief of the American heartland.

The question can be simply stated in terms of two contemporary midlanders—Colonel McCormick of Chicago and General Dwight Eisenhower of Abilene, Kan. Which of these two men is characteristic of the heartland? *Life* last week looked over the editorial pages of 50 of the principal newspapers published in and around the mighty Mississippi watershed. Not a single one preaches isolationism with the *Chicago Tribune's* characteristic intensity. Among the 50 there are often differences of view, and some agree with the *Tribune* on narrow issues. But, broadly and without quibbling, 46 of the 50 newspapers may fairly be said to speak Eisenhower's language and not Colonel McCormick's language when they discuss America's basic relationship with the world. Here are the names of 30 of them—many of them famous in the roster of America.

MINNESOTA

Minneapolis Tribune
St. Paul Pioneer Press

WISCONSIN

Milwaukee Journal
Madison Capital Times

OHIO

Cincinnati Enquirer
Toledo Blade
Cleveland Plain Dealer
Cleveland Press

IOWA

Des Moines Register
Cedar Rapids Gazette

ILLINOIS

Chicago Daily News
Peoria Journal
Illinois State Journal

MICHIGAN

Detroit Free Press
Detroit News
Grand Rapids Press

INDIANA

Indianapolis News

MISSOURI

Kansas City Star
St. Louis Post-Dispatch

KENTUCKY

Louisville Courier-Journal

TENNESSEE

Memphis Commercial Appeal
Nashville Tennessean

LOUISIANA

New Orleans Times-Picayune

TEXAS

Houston Post
Fort Worth Star-Telegram
Dallas Morning News

OKLAHOMA

The Daily Oklahoman
Tulsa Tribune

NEBRASKA

Omaha Evening World-Herald
Lincoln Journal

Now here is a shocker. The Colonel himself is creeping (or being pushed) in the Eisenhower direction. Evidence for this astonishing statement is in the *Tribune* of Feb. 1, a date which the Colonel made historic by announcing with a full-page map of the world and a lead editorial that America's defense zone must hereafter include Japan, Formosa, Australia and neighboring areas, Africa, Spain—and the British Isles! The tone of

this pronouncement and of later *Tribune* editorials keeps the Colonel in good standing as the No. 1 U.S. isolationist. But only the greatest charity toward the Colonel enables us to say that in 1951 he is preaching honest, pure-and-simple isolationism. Pondering the Colonel's current tendencies, we have a feeling that he really ought to be denounced by "The World's Greatest Newspaper" as an interventionist dupe of the effete east.



SPRING LAMB

By tradition the symbol of spring is a newborn lamb. Early on March 21 the wobbly-kneed youngster above was born to Aunt Susie, one of the flock of prize-winning sheep on Mrs. Ammie Wilson's farm at Plano, Texas, and six hours later was bleating frantically at LIFE Photographer George Silk.



AN ANGRY PARISIAN COP KICKS OUT AT A RETREATING STUDENT STRIKER



ON RUE SOUFFLOT, BEFORE PARIS' PILLARED PANTHEON, 2,000 STUDENTS

SPRINGTIME IN PARIS, ATHENS, LONDON, ETC.

Gripes galore fill the streets with demonstrators

What the Old World needed last week was a new poet, a fresh philosopher—a man willing to consider the early spring scene and to reconsider the wisdom of others who have watched it with fascination through the ages. A high-brow British critic, Cyril Connolly, once wrote, "Spring is a call to action, hence to disillusion." The call was heard this year in France, Egypt, Greece, Italy and London. The young people everywhere had grapes galore and demands by the dozen.

In Paris and 16 other French cities 100,000 students struck for 24 hours. The government had proposed a cut in student social security funds which provided for treatment of student tuberculosis (5% of France's students have TB). But in the streets, where they cooled their posteriors on paving stones (*tabac*), they looked delighted to be massing classes. And when



GREEK STUDENTS at Athens University carry banners calling for union of Greece and Cyprus, which Great Britain holds as vital Mediterranean island base



ITALIAN STUDENTS in Rome protest against the recent British-Italian conferences which they fear have stalled Italy's hope of recovering Italian Trieste



SIT DOWN IN PROTEST AGAINST A CUT IN THEIR SOCIAL SECURITY FUNDS

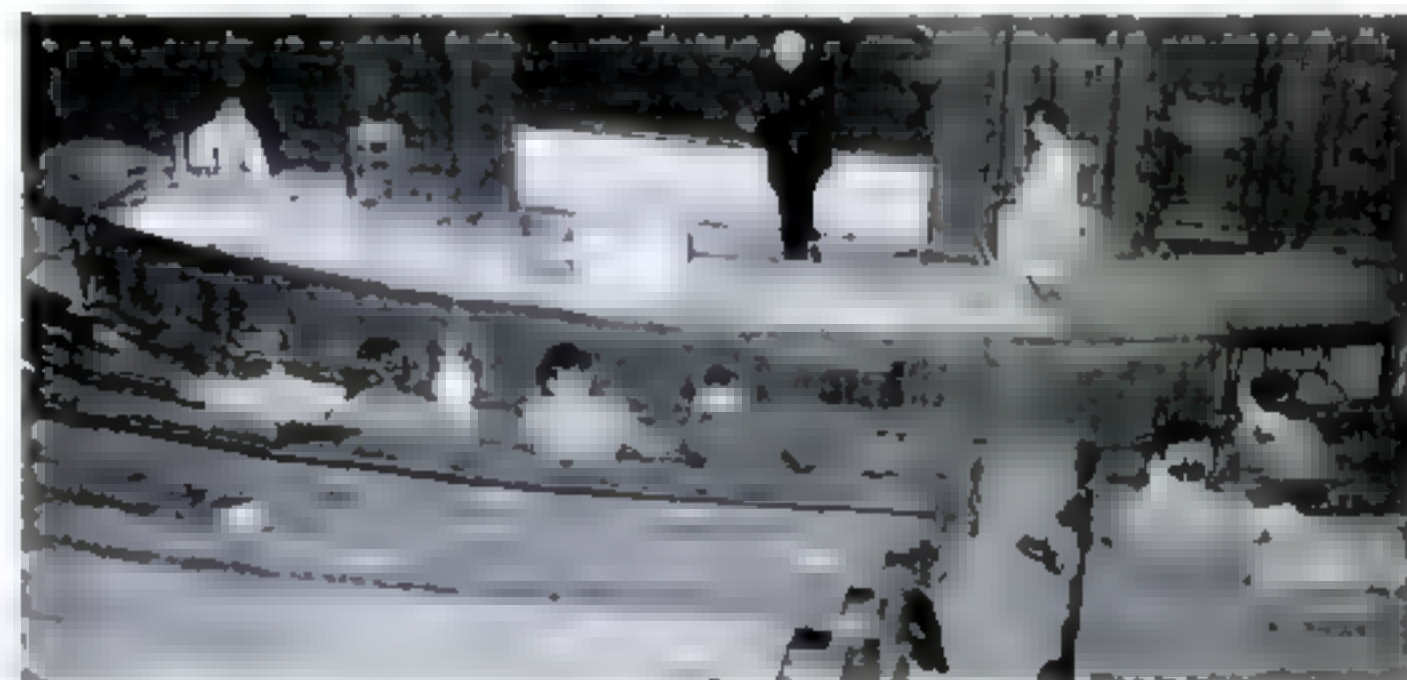


SHAKY HUMAN PYRAMID PLACES STRIKE POSTER ON THE SORBONNE'S DOOR

the ubiquitous Commies tried to turn them against the police they kept their distance and their tempers.

Elsewhere the demands varied from the patriotic to the ridiculous. In Greece and Italy students raised issues which had excited generations before them. In Egypt the issue was more modern. The young women wanted not only votes but also abolition of polygamy—largely an academic issue because less than 5% of Egypt's married men have more than one wife.

But, as the Englishman said, after action, disillusion. The students in Paris, Athens and Rome went back to classes, burning issues still unsettled. The Cairo women went back voteless to their homes and the students in London put on their pants. But who cared? As the brilliant low-brow American poet Don Marquis wrote, "Oh, what the hell, it's spring!"



PROFESSOR LECTURES LISTLESSLY TO DEPLETED CLASS WHILE STRIKE IS ON



EGYPTIAN WOMEN shout demands for suffrage and the right to hold office as they demonstrate outside the gates of King Farouk's Abdin Palace in Cairo.



ENGLISH STUDENTS of Reading University arrive in London without trousers to "protest" their "debagging" hazing which deprives them of their pants.



FROM FLAMING BUILDING British civil defense workers rescue mock casualty (foreground).

Special chemicals are used to produce fires and throw off smoke which causes blindness and choking.



DEFENSE STAFF PLOTS NEXT DAY'S "BOMBINGS"

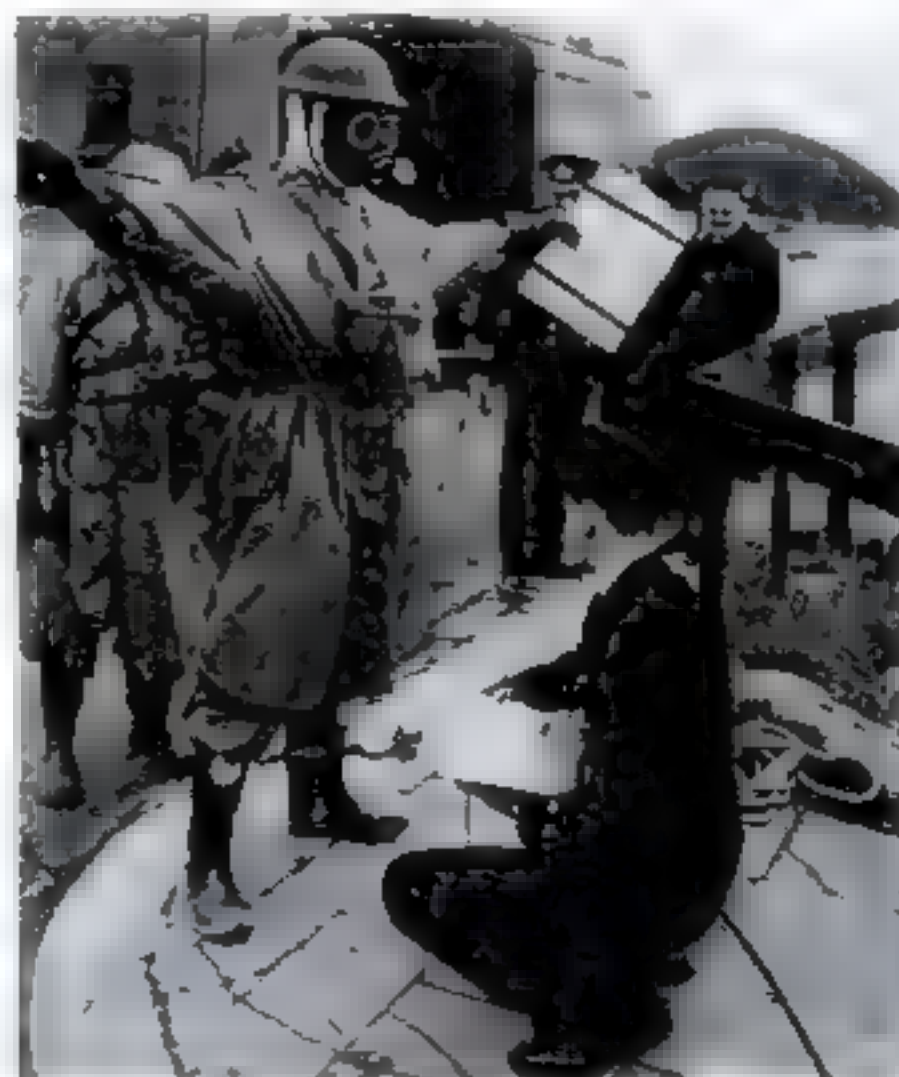
GRIM REHEARSAL

British civil defense prepares realistically for atomic attack

Unlike U.S. officials who seem to be doing most of their civil defense work by shuffling papers, the British are trying to learn their lessons before it is too late. In "atom bomb" villages, specially built for realistic training and complete even to twisted girders and rubble, helmeted workers crawl through actual fire and smoke with deafening high explosives going off nearby. Their hazardous mission is to learn how to rescue the trapped and wounded, douse the flames and clear "radioactive" debris. The volunteers of Britain's revived civil defense corps, who remember what it was like for Britain under five years of Nazi air attack, are trained at three government schools. In grim play acting in the populous cities of Bristol and Portsmouth the civil defense leaders have learned a new lesson: that under atomic raid conditions, their own reserves are quickly exhausted and the military forces have to be called in to help.



MILITARY CHIEF rushes by helicopter ahead of his column to aid Bristol's overtaxed civil defenses.



RADIOACTIVITY CHECKUP is given men who measured supposed bomb radiation at Portsmouth.



EMERGENCY AID is rendered to make-up casualty at defense school at Taymouth Castle, Scotland.





THE HISS CASE ENDS AT LAST

In the normal course of events, there would have been no photographers waiting when Edward Jones (*left, above*) was led out of New York's Federal courthouse last week. The charge of mail theft which had been made against Jones was too petty to be news. But a few hours earlier Alger Hiss, the 46-year-old former U.S. State Department official convicted of perjury for having denied charges made against him by

Whittaker Chambers, had surrendered to a U.S. marshal to begin serving his five-year sentence. As Hiss came through the doorway, mar-
 shaled to Jones for the ride to the House of Detention, the photographers were waiting. "Do you mind?" a marshal asked. "If it's all right with you, it's all right with me," Hiss answered, and walked unblinking into the flashbulb-light. Eddie Jones, however, had his face with his hat.

So Good - So Easy -

IT'S THE PERFECT FAMILY DISH!



School Day Lunch ... *READY IN 5 MINUTES!*

MENU
Franco-American Spaghetti
Toast with Jelly
Sliced Apples and Cookies
Milk

There's a delicious, hearty lunch you can serve the youngsters in next to no time!

And wait till they taste that good Franco-American Spaghetti tender-cooked to perfection in a luscious sauce of juicy, vine-ripened tomatoes, sharp, well-aged

Cheddar cheese and eight other choice ingredients.

Remember, too, that Franco-American is quick to fix—off the stove in 5 minutes! Yet it costs only pennies a portion.

Franco-American Spaghetti is also a grand base for special dishes. For example, Star-Kist Tuna flaked and baked with Franco-American makes a delightfully different mealtime treat.

Get several cans of Franco-American Spaghetti soon!



READY IN 5 MINUTES—AND SO THRIFTY

Franco-American SPAGHETTI

V-8* Has Lively Flavor and Goodness *no single juice can match!*

V-8 Vegetable Juices
is a delicious blend
of 8 juices in one drink!

V-8 FOR VITAMINS
V-8 FOR VITALITY

William Holden
Star of
**PARAMOUNT
PICTURES**

BILL HOLDEN SCOOPS THE PRESS!

HOLD IT MR. HOLDEN!

OKAY BUT FIRST LET'S GO ACROSS THE STREET FOR A BITE TO EAT

YOUR PERSONAL APPEARANCE CERTAINLY PACKED EM IN TONIGHT NOW HOW ABOUT THAT INTERVIEW YOU PROMISED?

BIJOU THEATRE William Holden

I KNOW YOU DON'T NEED A NEW WHY THEY SAY I DON'T NEED A NEW MATCH

V-8'S LIVELY FLAVOR

AY AY TH V-8'S FLAVOR IS BETTER THAN ANY OTHER I'VE EVER TASTED

THANKS A MILLION FOR THE STORY AND FOR THAT TID BIT OF V-8 I'M GOING TO CHECK UP WITH SEVERAL LANS

GREAT IDEA! WE COULD USE A REAL APPETIZER LIKE V-8 AT OUR HOL ETC AND THAT'LL HELP TO FLECK UP OUR STOMACHS

REMEMBER EVERYBODY LOVE V-8 - MOM DAD AND ALL THE KIDS BECAUSE IT TASTES SO GOOD AND IS FULL OF VITAMINS WITH BLENDED VEGETABLE JUICES EVERY DAY

V-8 Cocktail VEGETABLE JUICES

MADE BY THE MAKERS OF Campbell's SOUPS
*V-8 is a trademark owned in the United States by Campbell Soup Company. In Canada by Campbell Soup Company Ltd.



Plenty to crow about this year!

ANNOUNCING THE NEW

-as far ahead of other refrigerators

It's marvelous!

It's motorless!

Stays silent—
Never makes a peep!



Has world's
longest refrigerator
Guarantee...
10 full Years!



Imagine! No moving parts
to monkey with!

It's modern through and through!

Eight beautiful models to choose from!



You'll see a new convenience story in all eleven and a half cubic feet of this wonderful new Servel! . . . Open the giant Frozen Food Locker—with its own separate door. You can stow away up to seventy pounds—quick-freeze a steak. Ice cubes—plenty of 'em—pop out of the new Free-Cube Trays. Choose two or a trayful, as you like. . . . Open the feather-touch, self-closing Bulldog Latch to the roomy Fresh Food Compartment! Flip up the new Quick-Change Shelves that make room for extra tall bottles—a turkey or a watermelon. Swing out the special clutter-saving "Odds and Ends" Basket. Slide out the Dew-Action Vegetable Fresheners . . . You'll see every new convenience in the new Servel.

. . . The marvelous, motorless Servel operates on Gas, Electricity, or Kerosene. Servel, Inc., Evansville 20, Indiana.

GAS CAN COOL YOUR HOME AS WELL AS WARM IT — WITH ONE SIMPLE COMPACT UNIT. ENJOY PERFECT YEAR-ROUND INDOOR CLIMATE WITH THE AMAZING SERVEL ALL-YEAR AIR CONDITIONER

HOT WATER...FASTER...WITH DEPENDABLE, ECONOMICAL SERVEL WATER HEATERS. ADVANCED DESIGN PLUS SPECIAL FEATURES. THERE'S A MODEL TO FIT EVERY NEED AND PURSE

SERVEL



You've gotta see it
'cause you can't hear it!

as they are ahead of the old icebox!



Lookie! A huge
frozen food locker!



A size to fit every family
and every kitchen!

Like magic—
Bigger inside!
Smaller outside!



Come in and see
the miracle of
ice from heat!



Running costs
stay low!



Challenges Comparison



World's biggest power plant—Hoover (Boulder) Dam *Challenges Comparison* with any work of man. Calvert's good taste *Challenges Comparison* with any whiskey!

BUY IT! TRY IT! COMPARE IT!

Ask a friend or favorite barman to pour about 1/4 ounce of Calvert Reserve into one glass, and the same amount of your present brand into another glass—without telling you which is which.



BE YOUR OWN WHISKEY EXPERT!

Sniff one brand for aroma. Taste it critically. Swallow *slowly* to judge its freedom from harshness. Then judge the other brand in the same way, and pick the one that really tastes best.



Your own good taste will tell you

It's Smart to Switch to

Calvert Reserve



RENT OFFICIALS (left) hear complaints weekly in Waynesville city hall. Here they talk to landlord.

WAYNESVILLE CASHES IN

Missouri town puts the squeeze on the soldiers by charging fancy rents for shacks and shanties

Since the start of the Korean war the little town of Waynesville, Mo. has kept a sleepy eye cocked on nearby Fort Leonard Wood. Until last August the post was deserted, the town dusty and quiet. But then as U.S. troops fell back in Korea, the Army reactivated the post, and guardsmen, reservists, regulars and draftees poured in. Many of them were World War II veterans who had brought their families along to live with them off the post. Then Waynesville, as it had in World War II, came suddenly to life. Its population swelled from 1,500 to an estimated 3,000, including a number of conscienceless opportunists. A 7-mile taxi ride to the post gate, once 35¢, zoomed to \$1.25. Five new Army stores and six new liquor stores started. And, as the pictures on this and the following pages show, Army families with nowhere else to go found themselves paying outrageous rentals for anything remotely resembling a place to live. Last week the same sad story was going on in many other "Army towns." In Waynesville, at least, some action was being taken. General Sturgis, post commandant (below), backed by the town's mayor and some of its more patriotic citizens, had complained to Washington, and investigators were already lowering some rents and collecting refunds from rent-gouging landlords.



COMMANDING GENERAL of Fort Leonard Wood, General Samuel Sturgis Jr., asked Washington for more rent inspectors, hopes they will lower prices.



EMBARRASSED MAYOR, Carl Anderson, blames high prices on newcomers, says, "We're a little town. What can we do when we don't have the means?"



\$100 A MONTH These three soldiers, their wives and two children pay that outrageous rent for this four room shack. Since there is no hot water, they heat it on a hot plate. Since there are no toilets, they must walk to a privy. To take a bath, they have to go to one of the local hotels.



\$180 A MONTH For this sum, six families squeeze into this six room cottage. There are 11 adults and three children. They must use outside privies and showers and they are not supposed to do any cooking. One family hopes soon to be able to move into a trailer, where there will be more room.



\$120 A MONTH This relatively luxurious six-room cabin is shared by two families. It has running water, kitchen and bath, but there has been no gas for hot water, cooking or heating since Feb. 1 and they have had to buy a wood-burning stove to keep themselves and the baby warm.



SHARING A BEDROOM, two families hang blanket down the middle (*taborec*) for privacy, end up with one couple paying cr. Hage, other kilitzing. They have no lat. room and no closet for their clothes.

ABANDONED SCHOOL recently bought by an enterprising new owner will become hotel with room to 12 rooms at \$60, five apartments at \$70. Owner is doing the work himself. Has rented seven rooms already.



Waynesville CONTINUED



IN ROOMING HOUSE with paper peeling from ceiling (*taborec*) a German war bride cooks a meal for her son. Room doubles as bedroom. Has no running water. In this house 12 families share two lat. rooms.



HAULING WATER, an Army wife starts far run to pump up the bid. from the water tap on a room with no bath (*taborec*) that costs \$28 a month. Price includes enough wood to burn in the stove that heats room.



FEEDING BABY, who sleeps in wicker basket, the Army wife leans out of bed which she shares with her husband and her little son. Because this couple had children, they were asked to get out of a local home.



De Luxe:
specially
elegant...
uncommon.
WEBSTER

*Walker's DeLuxe is a straight Bourbon whiskey,
elegant in taste, uncommonly good—a Hiram Walker whiskey.*

Hiram Walker & Sons Inc., Peoria, Ill. 86 Proof.

**"NOW!
Stop the Mucilage!"**
says
BERT (Hair-Appeal) PARKS
Star of TV hit, "Break the Bank"



"No audience (including yours, sir) goes for guys with slickum hair," says raven-topped Bert Parks. "But never again need you plaster your pate now that new VITALIS Hair CREAM is here!"

It's true! This remarkable new lighter-bodied liquid cream is not sticky, not greasy (touch it and see)! First cream hair tonic made of pure vegetable oil instead of greasy liquid petrolatum, it grooms hair perfectly all day long—with no heavy film, no slick shine!

Far cleaner and easier to use, too. Rinses off hands and comb in plain water. Homogenized for easy flow, in a handy shaker-top bottle. Get new VITALIS Hair CREAM at any drug counter today.

Money back if you don't agree with Bert Parks that it's the best cream tonic ever!

New!
Vitalis
HAIR
Cream

Made by Bristol-Myers—makers of famous Vitalis



Waynesville **CONTINUED**

THE McCLINTICS FIND A HOME



NEWCOMERS TO WAYNESVILLE are the wife and two children of Cpl. Alfred McClintic. A Des Moines teacher, he was called up from inactive reserve.



IN NEW HOME—they were lucky to find two rooms for \$50—Veteran McClintic kisses wife who unpacked new hat, said, "This isn't as bad as I expected."



FOOT-TO-FOOT, children are put in one bed. Said the corporal, "We were apart four years last time. No matter how we have to live here it's worth it."

Be Happy - Go Lucky!

When fishing I just trust to luck,
It seems to work for me,
Perhaps because I also trust
To L.S./M.F.T.!

ENJOY YOUR CIGARETTE!...

If you're not happy with your present brand (and a 38-city survey shows that millions are not), smoke Luckies! You'll get the happy blending of perfect mildness and rich taste that fine tobacco—and only fine tobacco—can give you. Remember, Lucky Strike means fine tobacco. So get complete smoking enjoyment. Be Happy—Go Lucky today!



All sailors are a fickle lot,
On girls they can't agree,
But here at Norfolk Naval Base
It's L.S./M.F.T.!

I've roamed around the whole wide world
From New York to Tibet —
And I can tell you Lucky Strike's
The finest cigarette!





Two cars

Kaiser

The Kaiser sedan



that deserve to wear medals...and do!

Here's an *idea* that deserves medals, too—own *both* these prize-winning beauties, and *save!* Drive the Kaiser as your Sunday-best car, and enjoy the years-ahead features of Kaiser's exclusive Anatomic Design. And, for everyday use, drive the Henry J, with its Fashion Award smartness, its roomy practicality...and its unprecedented 30-35 miles-a-gallon economy! Total operating cost for both? Actually

less than your present car probably costs you to run today! Let your nearest Kaiser-Frazer dealer give you the facts to prove it! P.S. Another thrifty fact: The Henry J sedan is only \$1299, delivered at Willow Run, with Federal taxes paid Only white sidewall tires, de luxe bumper guards, and local taxes (if any) additional. Prices subject to change without notice.

Frazer's

Henry J



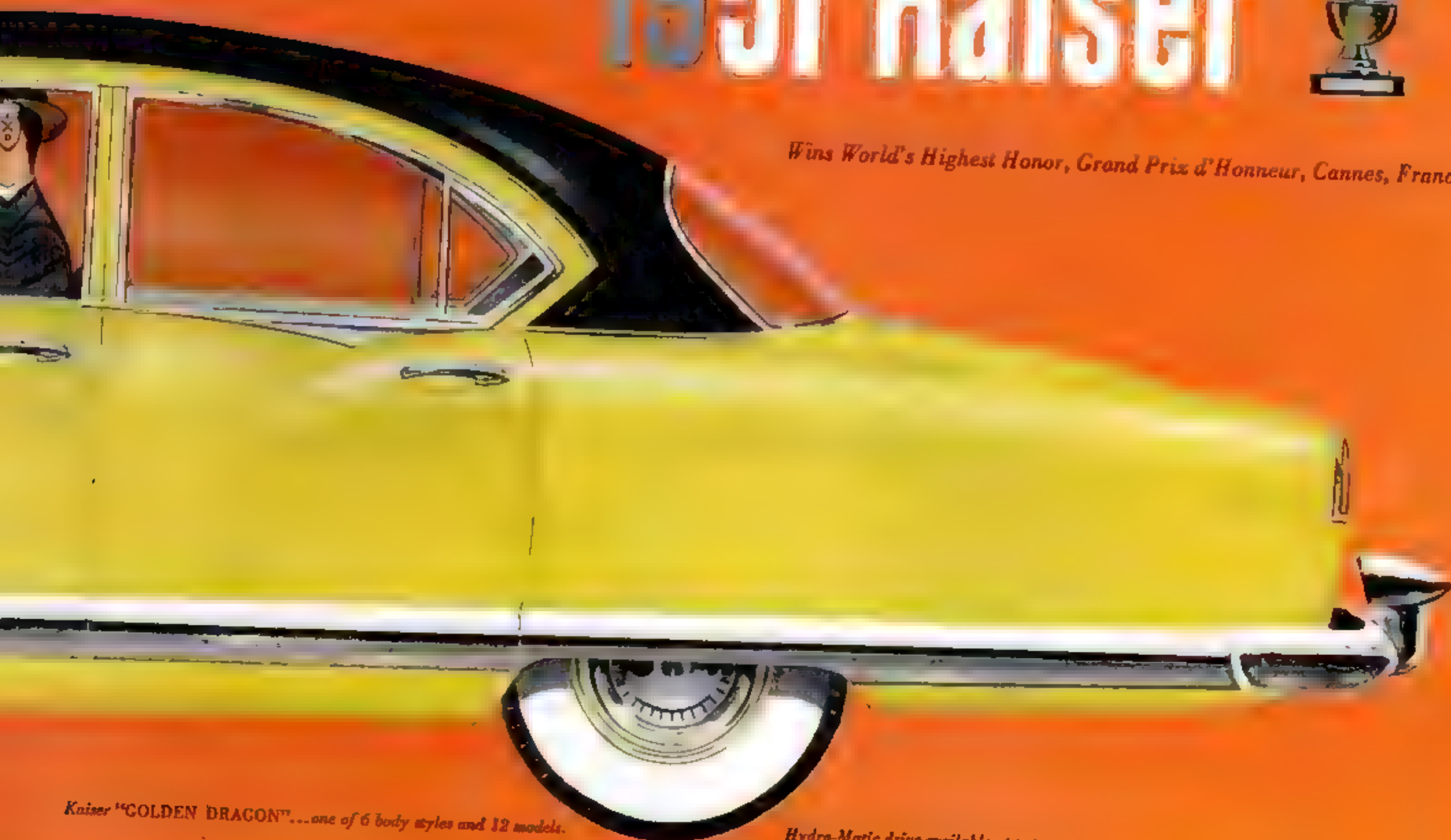
American Fashion Academy's Gold Medal Fashion Car of 1951

Built to Better the Best on the Road!

1951 Kaiser



Wins World's Highest Honor, Grand Prix d'Honneur, Cannes, France



Kaiser "GOLDEN DRAGON"...one of 6 body styles and 12 models.

Hydra-Matic drive available at extra cost.



Tommy

Very personally yours

Such happy assurance as you'd never known, on trying days—now comes true for you, with the new Kotex. Here's dream-cloud comfort. Softness that holds its shape, because Kotex is made to stay soft while you wear it. And yet . . .

Heavenly softness is only half the story. For those flat pressed ends free you from the treachery of telltale outlines. And a special safety center gives you extra protection. Certainly . . .

Freedom smiles your way, when you choose new Kotex. New confidence becomes *very personally yours*.

New Kotex Sanitary Belt
made with soft-stretch elastic
—non-curling, non-twisting
Washable. Dries fast.



Super Kotex in the Brown Box—extra absorbency for more-than-average needs.

Junior Kotex in the Green Box—for women who prefer a slightly narrower napkin.

Regular Kotex in the Blue Box—perfectly suited to the needs of most women.

More women choose Kotex than all other sanitary napkins*

*T. M. REG. U. S. PAT. OFF.

LIPPY'S LOADED

Giants have chance to win pennant,
Durocher a chance to win the fans

Old New York Giants' fans will never forget July 16, 1948. It was Black Friday, the day that brash Leo Durocher, the man they detested most, was brought over from Brooklyn to manage their beloved Giants. The widow of the great John McGraw cried on hearing the news, was comforted by a friend, "He's got G-I-A-N-T-S written across his chest now and until he does something to disgrace it. . . ." In an atmosphere of muted hostility Leo settled down to his new job. He kept his famous lip buttoned for over two years. When it finally flapped open at spring training this year it was going in an old familiar way.

Leo was on top again. For the first time in 13 years, thanks to his manipulations (pp. 46, 47), the Giants were a pennant contender. They had all the ingredients—power, pitching, speed and more hustle than any club in spring training. Durocher, who cannot operate in high gear without seeing the immediate goal, reacted to the stimulant. He was the old Leo—alert, restless, rocky (*left*)—when he led the Giants into an exhibition series against Brooklyn, saw his team beat the Dodgers in three straight games.

It was the first meeting between two ancient enemies who figure to put on the most bitter pennant race since they fought it out right down to the wire in 1924. Durocher was sure that he had shaken his club down to players that fulfilled two specifications: 1) they had confidence in him; 2) they had confidence in themselves. "When I flash the bunt sign," Leo says, "I don't want any wheels turning in their heads second-guessing me. They got to think I'm right." Durocher's supreme confidence was already stirring new hope among Giants fans. There were some who already thought they could hear a pennant flapping in their future, and a few have even been heard to whisper a kind word about the scrappy manager. But if the flapping they hear is only from Leo's lip, may the Polo Ground bleachers have mercy on him in September.



LIP IN THE DUGOUT interrupts ceaseless pacing and fretting to concentrate on play during

Giants-Dodgers exhibition game in Miami. Less concerned in background is his adopted son Chris.



DUST AT HOME PLATE is raised by the Dodgers' Don Thompson as he slides. But Giants' Ray Noble tags him out.



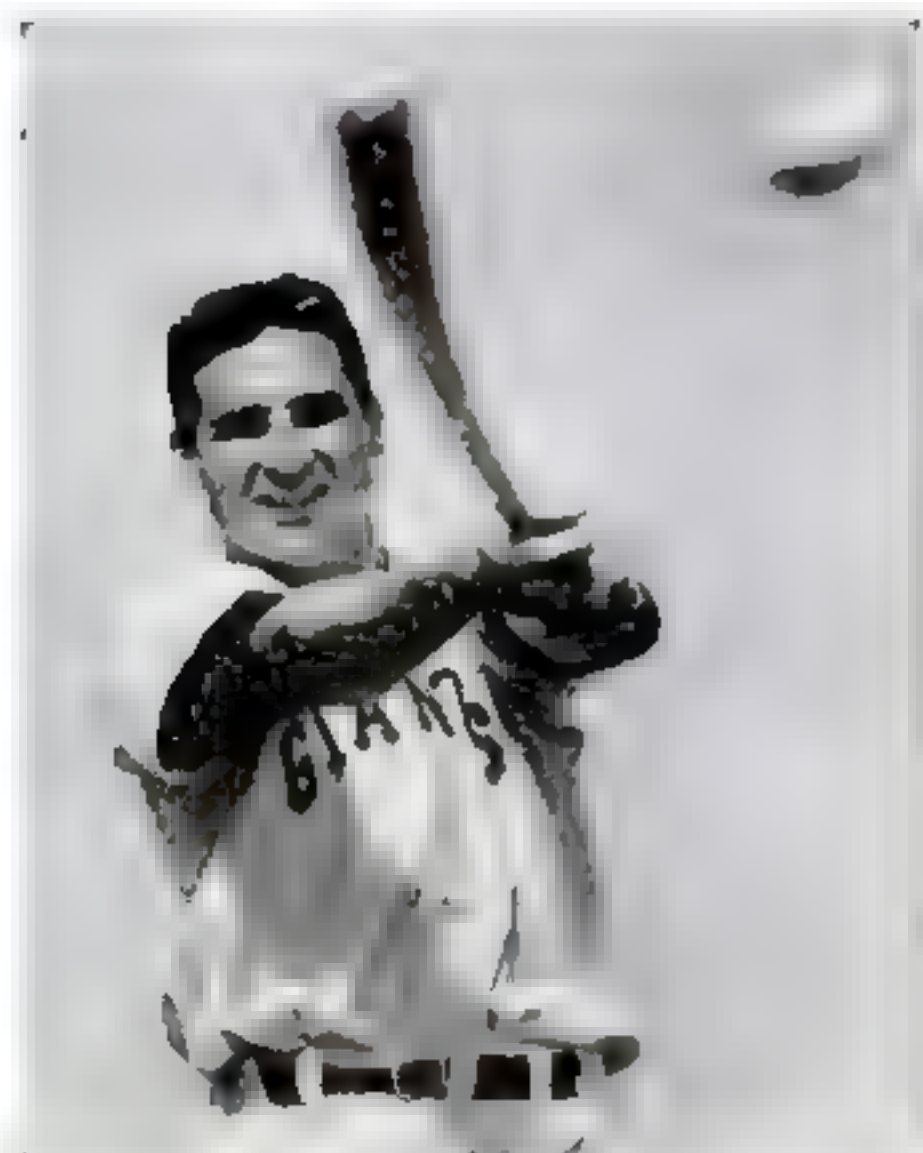
MOUND STRENGTH The place where Giants improved most under Durocher is in the pitching. Here Jim Hearn fires his curve during one of four hitless innings against Dodgers in Miami. Durocher

got him on waivers in midseason last year. Hearn won 11, lost 4 and wound up with the league's best earned run average. The big question is whether Hearn's amazing year was a fluke. But he has been looking great so far in spring practice.

THE GIANTS BECOME LIP'S KIND OF TEAM

Durocher's first move in revamping the Giants was weeding out "clubhouse lawyers." He got rid of catcher Walker Cooper and home-run hitting Johnny Mize. He looked around for a double-play combination and talked the Boston Braves into trading him Alvin Dark and

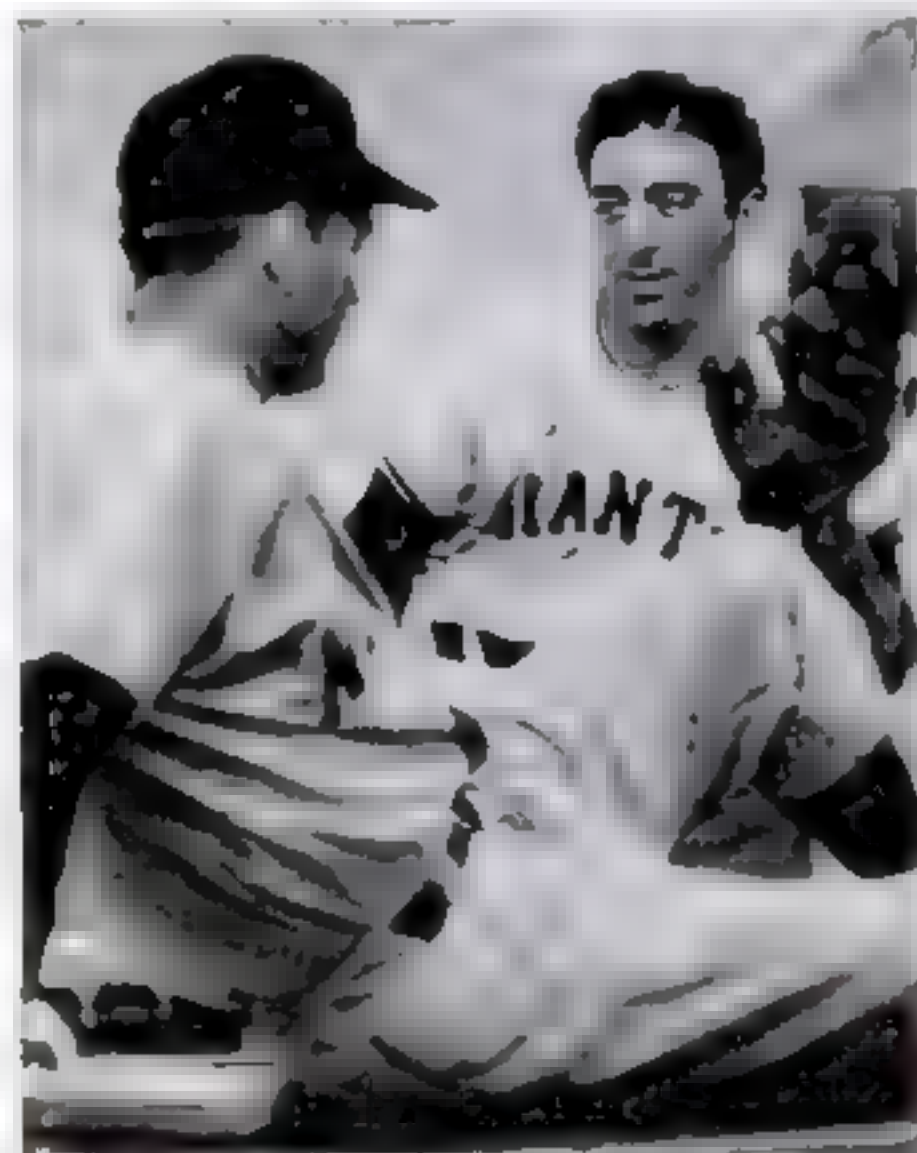
Ed Stanky. His policy was "strength down the middle." By last June he had a balanced, hustling club that could do everything but win games. When the Giants slipped to within a game or so of last place in July he called his players together and told them, "Break training,



KEY MAN Big factor in Durocher's program is fleet Center Fielder Bobby Thomson. Thoms in disappointed Durocher at bat last season with .252 average but should do better this year.



DOUBLE-PLAY BOYS Alvin Dark (left) and Ed Stanky talk it over in Giants' clubhouse. Durocher was glad to get them away from the Boston Braves in clever trade.



PRODIGAL PITCHER Sal Maglie was welcomed back from Mexican league last year. It was a long chance for Durocher to take but Maglie won 18 games, lost 4.



CATCHING WORRY Durocher has a fine catcher in Wes Westrum, but last season he had no adequate relief and Westrum was overworked. Now Durocher thinks he has the answer in Ray Noble (pro-

nounced no play), whom he here teases into chasing a fake bunt during infield practice. A big Cuban, Noble has been hitting the ball a mile this spring, hit .400 in his first four games. Last year he hit .316 for Oakland in the Pacific Coast League.

go on a spree, do anything but what you've been doing." It worked. From the next night on the Giants outplayed every club in the league, won 50 of their last 72 games. "They got to thinking they were good," says Durocher, and he is certain that he can keep them thinking that way.



PRIZE ROOKIE Left-hander Roger Bowman bears down at training camp. Usually slow in rounding to form, Bowman baffled Brooklyn hitters in an exhibition game.



NEGRO PLAYERS Brought in by Durocher, these four may be difference between winning and losing pennant. In St. Peter-burg they lived apart from the rest of the

squad in a private home. Here Catcher Ray Noble (left) and first Baseman Monte Irvin play cards while Third Baseman Hank Thompson (right) and Rookie Shortstop Artie Wilson (background) kibitz.

SHOES FOR MEN



There are "men's shoes."
And there are shoes for MEN.
Just a little ruggedger
when the style is rugged.
Just a little smoother when
it's businesslike good taste.
We don't make shoes
for girls, for ladies,
for milktoasts.
We make 'em for MEN.
A good Roblee to start with is
the style shown in this picture.
It uses only the lightest of
soft leathers. Meet your
Roblee dealer, slip on a pair
and step out with
a confident air. You've got
Shoes for MEN.

1195 to 1695

Some styles slightly higher.
Also Roblee 1/2s. shoes like
dad's at Roblee dealers now
— 8.95-10.95



Soft and easy for this summer!
That's Roblee's style B221. The
air circulates right through the
flexible, hand woven uppers.
Roblee Division, Brown Shoe
Company, St. Louis.

Roblee®

Giants CONTINUED

BROOKLYN IS THE CLUB TO BEAT



DUROCHER VISITS a rival, Manager Chuck Dressen of Brooklyn, in hospital before game. Things were friendly but this will change once season begins.



DRESSEN TALKS to Dodgers in clubhouse. He is a noted sign thief and fans are waiting to see how many Durocher signals he will steal this season.



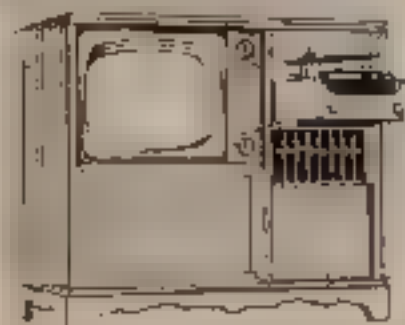
DRESSEN DEMONSTRATES pitching move to Dan Bankhead. Dodgers are favorites to win pennant this season but pitching is their big question mark.

Admiral

THE CLEAREST PICTURE IN *Television*

Just remember this when choosing *your* television receiver: Admiral makes more television combinations than all other brands put together. You'll quickly understand why when you see the brilliant new 1951 models now on display at your Admiral dealer. You'll see the sharpest, brightest, clearest picture in television . . . Admiral's famous triple-play automatic phonograph with Dynamagic radio. A wide selection of modern and traditional cabinets with rectangular picture tubes ranging from 14" to 20" . . . priced as low as \$349.95, excise tax included! The greatest values in complete home entertainment!

ON TV: "Lights Out," NBC, Mon., 9 PM, EST . . . "Stop the Music," ABC, Thurs., 8 PM, EST.



Model 321K18 with

Twenty inch Television screen

McGREGOR*

World's Largest Sportswear Manufacturer

For men who use and enjoy sportswear

The INSIDE STORY of the 2 Greatest

Sportswear Fashions



ABERDEEN SPORTSHIRT A tissue-weight gabardine sportshirt—rugged beyond belief! Clear-finish colors (dyed exclusively for McGregor) are fast, fade-proof, washable.

Three collar styles are. Aberdeen (as above) — Aberdapper, sweep collar with stays. Dapper Fit, exact collar size—sleeve length...each 6.95

DRIZZLER JACKET The famous all-sports Drizzler Jacket has McGregor's close-weave construction for long wear. Water and wind repellent—colorfast. Great comfort with its roomy cut and Hugger waistband that never hikes up. Handsome? Look at it! A great jacket? The greatest! **10.95**

Jack Burke, famous pro, wears Drizzler Jacket over Canary Begonia Sportshirt, made of luxurious rayon sheen, 7.95 — member of McGregor "Color-Balance" Committee—Advisory Staff of MacGregor Golf Co.

Available in Men's and Boys' Sizes at better stores everywhere or write—McGregor Sportswear—DAVID D. DONIGER & CO., INC. • 303 FIFTH AVE., N. Y. 16



LARRY FORDHAM (RIGHT) HAD PLENTY OF GOOD HELP COMPOSING HIS LETTER AND AD. TOMMY, 8, DIANE, 6, AND NANCY, 12, KIBITZ OVER HIS SHOULDER

WANTED: Four Grandparents

New kind of lonely hearts letter gets results for Seattle children

"I want to put an ad in your paper," Larry Fordham, 10, wrote to the editor of the *Seattle Post-Intelligencer*. "We want to adopt a grandmother and a grandfather. My mother and I are orphans, and that is why we want a grandmother and grandfather." Larry's brother and sisters added postscripts. "I would be very nice to them and they could come and visit us," wrote Nancy. "I need a grandfather to go fishing with me," said Tommy. Diane printed in block capitals, "A grandmother what I can take to the park." The newspaper returned Larry's

dollar and ran the story in its news columns. Soon the telephone began to ring in the home of Mr. and Mrs. Rocko Fordham (Mr. Fordham is a construction foreman). The children interviewed prospective grandparents by the hour, learning how they felt about dogs, cats, and similar vital things. Finally they settled on four grandparents instead of two, choosing Mr. and Mrs. Carl Davis, who already have 17 grandchildren, and Mr. and Mrs. Frank Chromey, who have 20 grandchildren, a cat, two dogs and a canary that sings *Bell Bottom Trousers*.



SMALLEST FORDHAM, Diane, quizzed prospects on phone, told promising ones to call in person.

The RICE that's always FLUFFY

Here's the easiest-cooking rice you've ever tried!

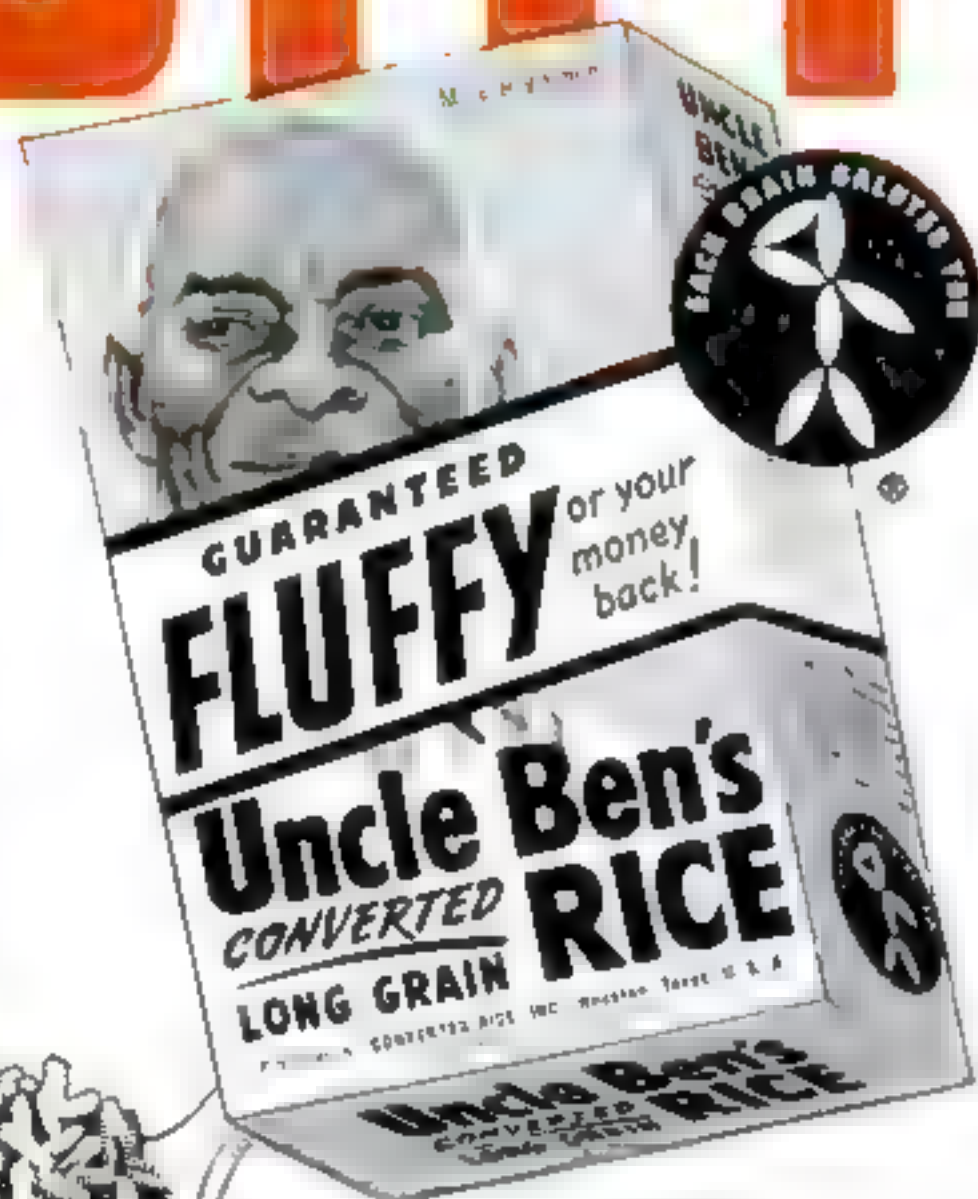
It's Uncle Ben's—the extra-long-grain rice with the extra B vitamins.

Simple as boiling water—no rinsing, draining or steaming. Guaranteed to cook up white and fluffy every time or your money back!

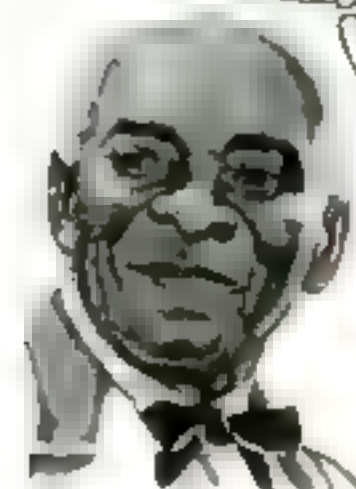
Grains stay separate and fluffy even when stored in the refrigerator or reheated.

Like compliments at meal-time? Then try Uncle Ben's.

"Uncle Ben's" and "Converted" are trade-marks of Converted Rice, Inc.



Now available in Canada, too!



Its Sunny Color-like magic - cooks up white and fluffy

*Uncle Ben's Rice, before milling, is put through an exclusive patented process. This assures retention of natural B vitamins and flavor, and at the same time makes this rice the easiest to cook. It's always fluffy.

CONVERTED RICE, INC., Houston, Texas

©1950 Converted Rice, Inc.

Grandparents CONTINUED



HAPPY CANDIDATE, Mrs. Chromey, listens while Diane tells about the dogs, Jiggs and Susie. Mr. Chromey works nights, can fish days with Tommy.

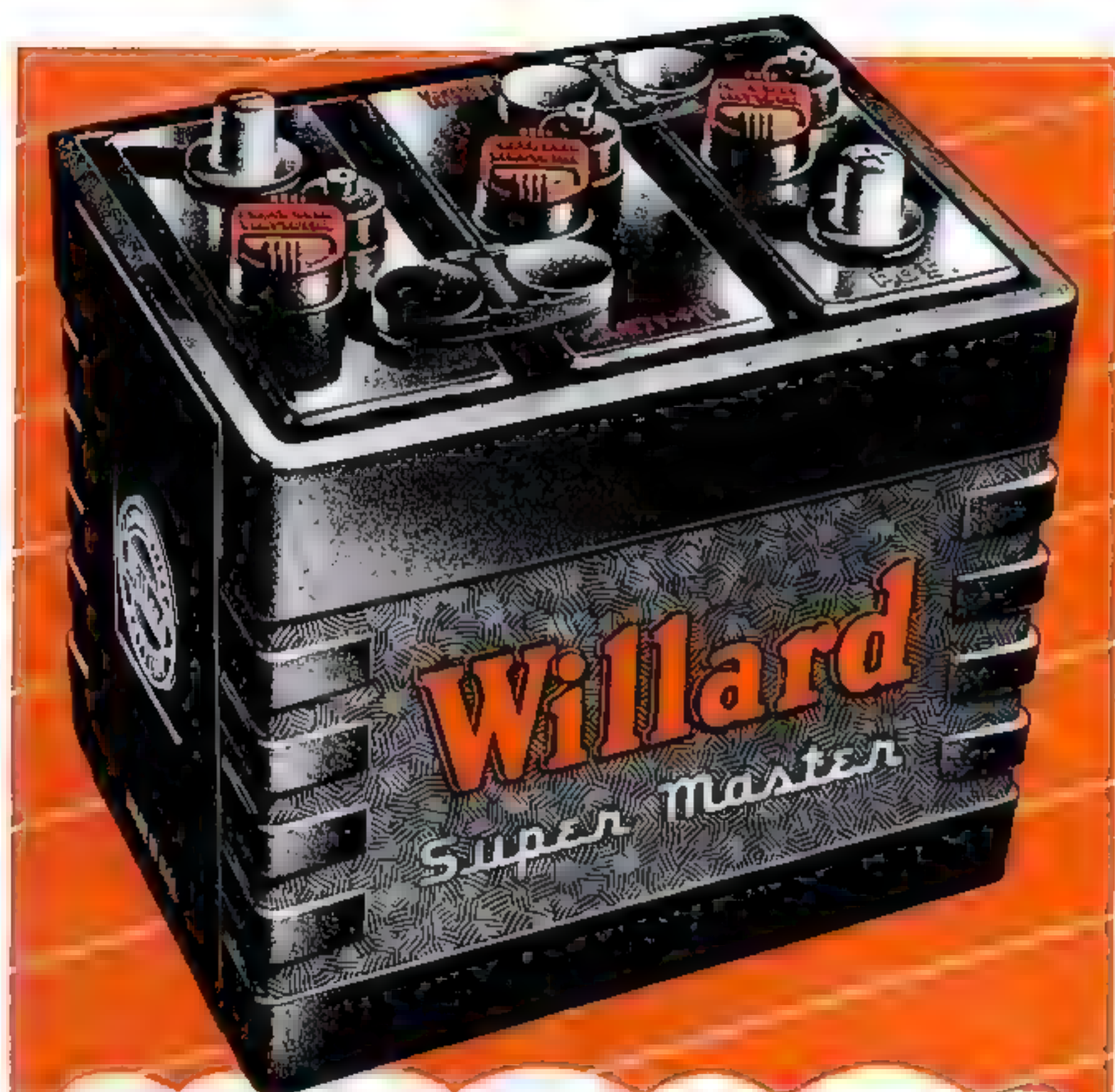


HAPPY LOSERS, Mrs. Phebe Bright and Mrs. Connie Conover, are served refreshments by Nancy and Tommy in Fordham's home. They were runners-up.

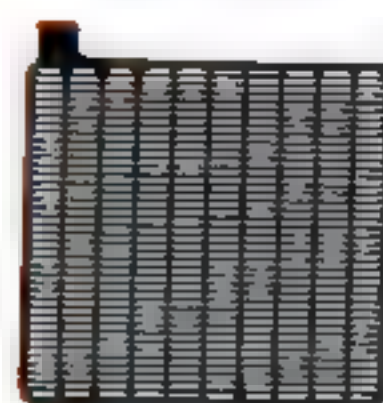


HAPPY FAMILY, the Fordham children celebrate with new grandparents, the Chromeys (left) and Davises (right). Nancy holds Jiggs, Larry holds pet cat.

Get **100%** more protection against the No. 1 battery killer
with **Willard METALEX**



greatest battery improvement
in 25 years!



METALEX GRID

Today, **OVERCHARGING** is the No. 1 battery killer. More batteries are worn out from this one cause than from all other causes combined! Overcharging strikes directly at the grids—the lead-alloy framework which holds in

place the current-producing active material. Overcharging *corrodes* the grids—*fractures* them—*destroys* their ability to retain active material—*destroys* their utility as current conductors.

But now **METALEX**—a new and vastly superior grid metal has been developed and perfected by Willard metallurgists specifically to combat damage by overcharging. And **METALEX** does so—stubbornly, effectively. **METALEX** provides a full 100% more protection against the No. 1 battery killer! **METALEX** l-e-n-g-t-h-e-n-s battery life. Available exclusively in Willard Super Master Batteries!

PRODUCTION EXPANDED

to Meet the Demand for Willard Super Masters

So great has been the demand for the Willard Super Master, that some dealers have been unable to keep it in stock. But now production facilities have been expanded—more Super Masters

are being delivered to Willard Dealers every day!

Thousands of car owners have bought the Willard Super Master—thousands still need it. See your Willard Dealer today!

Why today's driving conditions require this Revolutionary New Battery!

You're driving more than ever before—more mileage means more battery wear. Your battery is being charged more—not only over more miles but, also, at higher rates.

Higher compression motors are here—they require more battery starting power. Today, batteries are under the hood—and under-the-hood batteries must withstand under-the-hood temperatures.

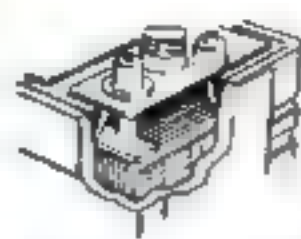
THE METALEX GRID
with these plus features
MAKES THE NEW WILLARD SUPER
MASTER CUSTOM-BUILT FOR
TODAY'S DRIVING CONDITIONS

**IMPROVED CONTAINER
FOR LONGER LIFE**



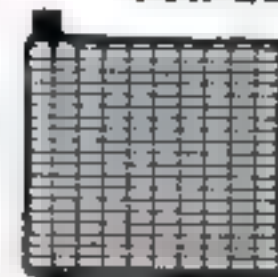
New design—heavily reinforced at points of stress. Withstands high under-the-hood temperatures.

**IMPROVED SEALING COMPOUND
FOR LONGER LIFE**



Will neither crack in winter nor melt in summer. Withstands high under-the-hood temperatures.

**IMPROVED ACTIVE MATERIAL
FOR QUICKER STARTS**



So much more chemically active that snap starts are assured—even in cars powered by new higher compression motors!

New Willard Super Master with METALEX

WILLARD STORAGE BATTERY COMPANY • Cleveland • Los Angeles • Dallas • Memphis • Portland • Toronto

*In
Nation-wide
Daily Shaving
Tests:*

Men Vote New

1951 EVERSHARP Schick-Injector Blades *Outshave* Any Others Made.

- 1) OUR OWN OLD BLADES, OR
- 2) ANY OTHER MAKE, PAST OR PRESENT

Now—to replace your old-fashioned blades (and razors)—these NEW SCHICK INJECTOR BLADES give you shaving that's as up-to-date as jet planes! Special, new surgical steel . . . made scalpel-sharp by new high-precision methods. The *only* blade ground to fit your injector razor *perfectly* . . . the cutting edge always at the *same, exact angle* for smoother, cleaner shaves! So we guarantee this: EITHER YOU GET THE FINEST SHAVES OF YOUR LIFE—OR YOUR MONEY BACK, QUICK!

Push-Pull, Click-Click!
Change Blades That Quick!



SMOOTHER SHAVES
5½ to 1
CLEANER SHAVES
5 to 1
SAFER SHAVES
7 to 1
FASTER SHAVES
5 to 1
MORE SHAVES PER BLADE
nearly 2 to 1

Men in 10 cities — nationwide — compared NEW 1951 SCHICK INJECTOR BLADES with whatever they had been using. About 80% of the MEN had a preference. Of those, the votes were in the ratios shown above.



98¢ WORLD'S ONLY RAZOR WITH AUTOMATIC BLADE CHANGER!
Today—get this complete shaving kit: GOLD-PLATED SCHICK INJECTOR RAZOR; 12 NEW 1951 SCALPEL-SHARP BLADES; HANDY TRAVEL CASE.



20 BLADES ONLY 73¢
12 BLADES ONLY 49¢
6 BLADES ONLY 25¢
IN AUTOMATIC CARTRIDGE

**You get this
1951 blade only
in the NEW
GOLD
PACK!**

- 1 Made of surgical steel
- 2 Precision-ground
- 3 Firm as a barber's straight edge razor
- 4 On Sale Today!

© 1951 Eversharp Inc., 330 Fifth Ave., N. Y. C.

NEW 1951 EVERSHARP SCHICK INJECTOR BLADES

LA BAKER IS BACK

One of the most famous American expatriates of this century came back home a few weeks ago. Josephine Baker, daughter of a Negro washer-woman in St. Louis, had begun a sensational career in Paris nightclubs in 1925 by singing an Ave Maria while clad only in a girdle of bananas. She went on a little less scandalously to become "La Baker," darling of Paris, a citizen of France and a legend to Americans. Now, at 45, she was back on Broadway, singing love songs in five languages and making the Strand movie theater seem intimate as a boudoir. Swishing her pantalooned gown, she crossed her eyes exuberantly, brought cheers from the packed theater as she shouted, "You make me so hop-pyl!" She made her managers so happy that they quickly booked her for a U.S. tour at \$7,500 a week.



MOJUD®

"Riviera"

60 gauge stockings with
the dark, dazzling seam
that

Slims

The dark stroke of seam slims
your legs; adds glamour. And how
these lovely MOJUD superfine sheers
wear! 60 gauge means more stitches
to the inch, and more stitches mean
less strain; less chance of snags
or runs. "Riviera" fits skin-sleek from
toe to thigh because there's Magic
Motion (extra "give" and spring
back) right in the knit!

Mojud-mated permanently dull finish.
Proportioned leg sizes.

"MAGIC MOTION"

makes
them fit
better ★



GOWN BY CIL CHAPMAN



★...here

★...here

★...here

MOJUD®

stockings

● REMEMBER, THERE'S LOVELY LINGERIE BY MOJUD, TOO

At fine stores everywhere. For nearest dealer, write
to Mojud, 385 Fifth Avenue, New York 16, N. Y.

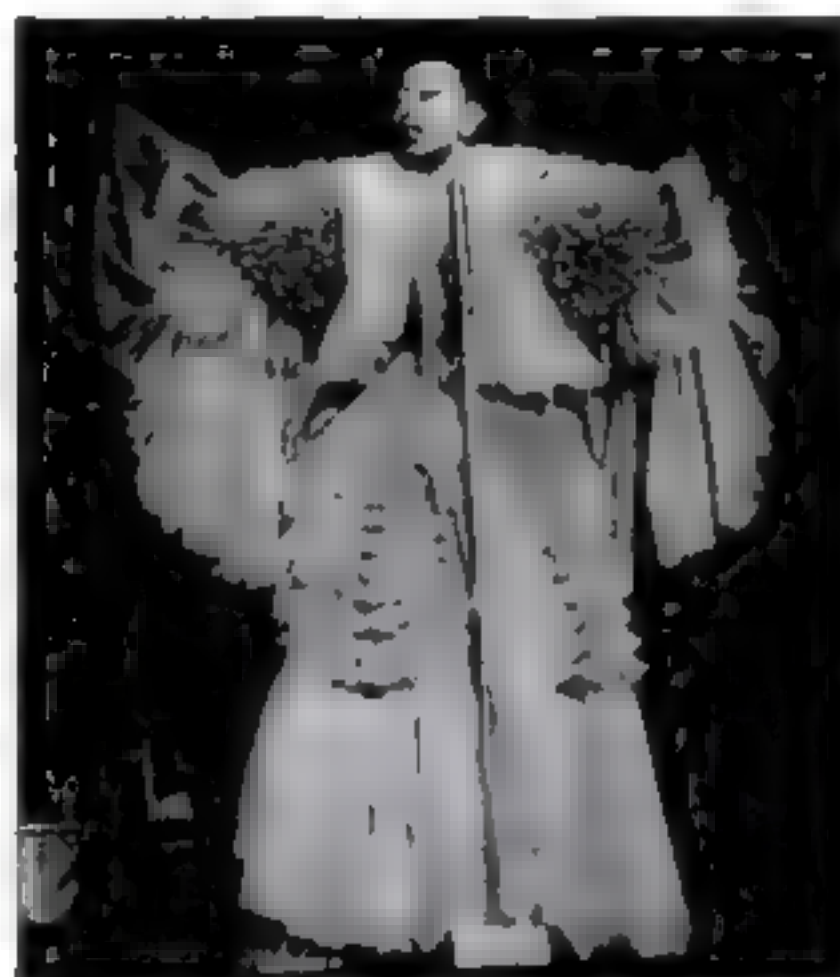
JOSEPHINE BAKER CONTINUED



IN DJELLABA, garb of
a Tunisian vendor, Jose-
phine Baker takes shoes off
man in audience, gives him
new socks. She changes
costumes 13 times daily.



IN A DIOR DRESS, and
furs which cost \$2,600, she
sings into mike concealed
in her hand-held corsage:
"Two loves have I... my
country and Paree. . ."



IN A \$2,100 GOWN of
Jacques Griffe, she flutters
like moth and sings Cuban
love song, *This Is Happi-
ness*. She brought 43 gowns
to the U.S. for her tour.



IN GOLD SEQUINS, she
wiggles invitingly as she
chants Brazilian natives'
song: "I'm a Negro of taste.
. . . I twist many whites
around my fingers. . ."

CONTINUED ON PAGE 52

Trips to fit your plans, your purse, your pleasure!

In Greyhound's SPRING TRAVEL PARADE



Thrilling, low-cost
AMAZING AMERICA TOURS
to Great Cities
National Parks
Popular Resorts

Time-Saving TRIPS
by **EXPRESS**
and **LIMITED**
schedules

FREE!
Vacation
Planning
Service

ROUND TRIPS
for **EXTRA savings!**

Relaxed
BUSINESS TRIPS
direct to
Sales
Areas

EARLY-BIRD VACATIONS
For Choice Accommodations
Delightful Weather
Uncrowded Resorts



Convenient
CHARTER TRIPS

Friendly TRIPS
to visit
with the folks



Relax Sit back and take it easy while an experienced driver safely pilots your modern SuperCoach along the open highways, over city streets, through rolling farmlands.



as you see America's most spectacular scenery lies along the highway . . . and Greyhound follows 90,000 miles of scenic routes in all 48 states and Canada



as you save Compared with operating your own car, Greyhound saves about 65 cents out of every dollar . . . saves money compared with any other travel way!

Come along and join the parade! It's high time to make your Spring "get away"—by Greyhound! Business or pleasure, visit or vacation—no matter what kind of trip—Greyhound is ready with low fares, frequent departures, comfortable SuperCoaches—to take you traveling in this blossom-bright season. For something special in travel convenience, try Greyhound's Express and Limited Schedules to save hours . . . Amazing America Tours to enjoy complete pre-arranged pleasure trips . . . free Vacation Planning Service, available at any Greyhound Travel Bureau. Call Greyhound today!



GREYHOUND

A LOT MORE TRAVEL FOR A LOT LESS MONEY!

FREE! Picture Book of Beauty Spots
Mail coupon to Greyhound Information Center,
P. O. Box 8388, Cleveland 1, Ohio, for the new
"Beauty Spots" booklet of American highway scenes
—handsomely lithographed in full color!

Name
Address
City State L 4 5

The "extra bedroom" that saved me \$2000



When we built our house we needed three bedrooms, but could afford only two. It would cost us over \$2000 to have the extra room. So I said to John, "Let's get a Hide-A-Bed." It's so smart—and mar-r-r-velously comfortable. "The mattress is a genuine Simmons innerspring—full-length—full-width,

too!" I continued. "And the salesman told me that Hide-A-Bed has a steel frame that's good for a lifetime! As for cost, it's no more than a plain sofa of comparable quality!" So-o-o . . . we got this dreamy Hide-A-Bed, saved \$2000, and now our whole living room looks smarter!



Opening and closing is a cinch! Folds away in 30 seconds—bedding and all. Faster than making the ordinary bed. Only Simmons makes Hide-A-Bed.



A special Simmons base construction prevents rolling to the center. More comfortable than many a bed! (Beautyrest® mattress, if you prefer.)

There are ten Hide-A-Bed styles—each in over 100 decorator-selected fabrics. You can practically custom-decorate your room! Just imagine getting a beautiful piece of furniture like this these days for less than \$250!

At top of page, Regency sofa in green matelasse with green base bouclé fringe. Self-welt.

At right, Modern sectional sofa in nubby textured cocoa with bouclé trimming. Valance base. Chair of same material. Sectional grouping—may be arranged in corner. All styles also in love-seat size.



Only Simmons makes **HIDE-A-BED**

Another quality product from the House of Simmons . . . the greatest name in sleep

*TRADE-MARK REG. U. S. PATENT OFFICE. COPR. 1981 BY SIMMONS CO., MOSS. MART, CHICAGO, ILL.



HER FOUR-FOOT CHIGNON is wound up into three tiers of buns on Miss Baker's head in dressing room. She brought her French maid over from Paris.



AN OLD FRIEND, Nora Ray Holt, a former nightclub singer who is now a columnist for Harlem's *Amsterdam News*, gets hearty hug in dressing room.



A PECK ON THE NOSE is given by husband Jo Bouillon after performance. Bouillon, called "Mr. Soup" around theater, leads the orchestra for his wife.

CONTINUED ON NEXT PAGE

No dust bag to empty!



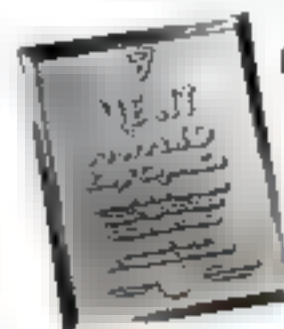
LEWYT

WORLD'S MOST MODERN VACUUM CLEANER

- **No muss! No fuss! No dust bag to empty!** Simply toss out Lewyt's paper "Speed-Sak" a few times a year!
- **It's quiet—no roar!** Terrific suction power, yet super-quiet! Lewyt's so easy on your nerves!
- **Preserves your rugs!** Famous No. 80 Carpet Nozzle gets embedded dirt...lint, threads, even dog hairs...with less rug wear!
- **3 filters clean the air!** Unhealthy dust can't escape Lewyt's Speed-Sak, Dustalator, and Micro-dust filter!
- **So light, easy to use!** Glides smoothly in any direction—follows you around effortlessly as you clean!
- **Sweeps bare floors, linoleum!** Swish—and dirt disappears! No more dust-spreading brooms or back-breaking dust pans!
- **7 work-speeding attachments** do all your dusting, brighten drapes; clean radiators; spray; wax, even demoth closets!
- **A complete home cleaning center,** Lewyt costs no more than ordinary vacuum cleaners! See your Lewyt dealer for a free demonstration!



Listed by Underwriters' Laboratories



LEWYT WINS TOP AWARD!
"Finest vacuum cleaner produced anywhere in beauty, engineering design, utility," says American Society of Industrial Engineers!

DO IT WITH **LEWYT**

free TRY THE LEWYT IN YOUR OWN HOME!
Lewyt Corporation, Vacuum Cleaner Division, Dept. 4, 70 Broadway, Brooklyn 11, N. Y.
Without cost or obligation, I would like to try the sensational Lewyt Vacuum Cleaner in my own home.

Name _____
Address _____
City _____
County _____ State _____



How to "cut down
on smoking"
without
giving up
a single
cigarette!

■ Many doctors recommend the Denicotea Holder instead of banning smoking. Denicotea filters any cigarette—even filters the filter cigarettes. You can see the poisons it removes—and be glad they can't reach your nose, throat, sinuses—or lungs! The smoke is cleaner, cooler. Your mouth feels fresher. Your breath is sweeter.

Get a Denicotea
Cigarette Holder
today!

Nicotine
and Tars
are better in
here
than in you!

Ask your dealer for Denicotea
Aluminum ejector model, 2.50
Larger model
with gold tone ejector, 3.50
In various colors—with extra filters

dunhill
DE-NICOTEA
CRYSTAL FILTER CIGARETTE HOLDER

JOSEPHINE BAKER CONTINUED



IN 1924 VERSION OF "LE JAZZ HOT," MISS BAKER SCORES FIRST PARIS HIT AT CHAMPS ELYSEES THEATER WITH "HOTSY TOTSY" TROUPE



"NO COUNT" HUSBAND, Pepito Albertino, supposedly wed in the '20s, was not count or husband.



BROKER HUSBAND, Jean Lion, wed her in 1937. She gave up U.S. citizenship, got a divorce in 1940.



BAND LEADER HUSBAND, Jo Bouillon, married her in 1947. French refer to couple as "Jo and Jo."

SWAINS, SWANS AND SOIGNEE

New York never saw much in Josephine Baker when, in the early 1920s, she did the Charleston and the Black Bottom at the old Plantation Club, just above the Winter Garden. But Paris added some exotic touches to her performances. When she danced nearly nude at the Folies, it was on a giant mirror. By 1927, three years after her Paris debut, she was a wealthy woman with an air of *soignée* and had received an estimated 40,000 love letters and 1,192 proposals of marriage. One of these was from a raja who offered to abolish his harem. Miss Baker's first husband was an American Negro tap dancer, but her later husbands (left) were white. Once in Zagreb, Yugoslavia a student was so inspired by her performance that he stabbed himself enthusiastically and fell at her feet. In Vienna a cabaret singer found himself so hopelessly in love with her that he shot himself. Both men recovered from their wounds.

Miss Baker herself developed a great love for France. In the bleak winter of 1938, moved to tears by a film showing the poverty in Paris suburbs, she hired two trucks, filled them with coal, tripe, pigs' feet, potatoes, bread and toys, rode into the suburbs and heaved their contents to the amazed and grateful natives. When the Nazis invaded France she made her way to Morocco, where reports of her death caused American newspapers to print long obituaries of her. But she turned up, lively as ever, singing and dancing for U.S. troops in Africa.

In the lurid '20s Miss Baker would strut along the Champs Elysées with two snarling leopards on a leash. When the leopards died they were replaced by two stately swans with which she also went walking. She has maintained a perfumed pig, dieted on rooster combs and champagne. Once she went to the opera with a pet cheetah but abandoned this practice when the cheetah leaped from her box onto the head of a bald flutist. In addition to her apartment in Paris, she owns a 12th Century chateau with 50 rooms, where she sleeps on a bed used by Marie Antoinette. She populated her estate with a swarm of dogs, monkeys, an aviary of tropical birds and cages full of ducks, chickens, geese, pheasants and turkeys. Sometimes, as they join in an ear-splitting zoological chorus, she explains to friends, "I love the quiet of the country."

For her current U.S. visit, her first in four years, she brought along only one maid, one cat and a monkey named Binkie. In Manhattan they lived in two rooms in the Park Sheraton Hotel. The strain of four shows a day brought Miss Baker down with a severe cold. Then Binkie got pneumonia and burned his fingers on a hot water pipe. But monkey and mistress recovered and got ready for the road.



When you stop to think about the prices you pay for the things you buy (and who doesn't today!) isn't it astonishing how intrinsic values vary? Some products give so much more than others—a good suit of clothes for instance. When you consider the cost of the fine fabrics in a Hart Schaffner & Marx suit, the hours of skilled craftsmanship that go into its making and the years of usefulness and enjoyment it will give you, then you realize what a remarkable value it is.

If you are interested in getting most for your money, go to the store that sells Hart Schaffner & Marx clothes.

You can depend on them for good looks and long wear.

The quality has not been (*and never will be*) sacrificed. The value as always is outstanding.



Above is a 2 button Bengaline Weave, one of our famous Dixie Weave® tropicals. You'll find more about this fabric in our small editorial advertisements elsewhere in this magazine.

HART SCHAFFNER & MARX®



Mayfair... Alexander Smith's beautiful new broadloom gives you, for the very first time, the richness of bas-relief design in a luxurious, deep-piled weave.

Mayfair is formed of wool and carpet rayons. Its high, sheared pattern is set in heavy gros point. In Green, Grey and Beige; about \$11.95* a square yard

*You'll
see them first at the
Carpet Fashion Opening...*

Carpet Contemporaries

*loomed to bring the best
of living design into your
own home... today*

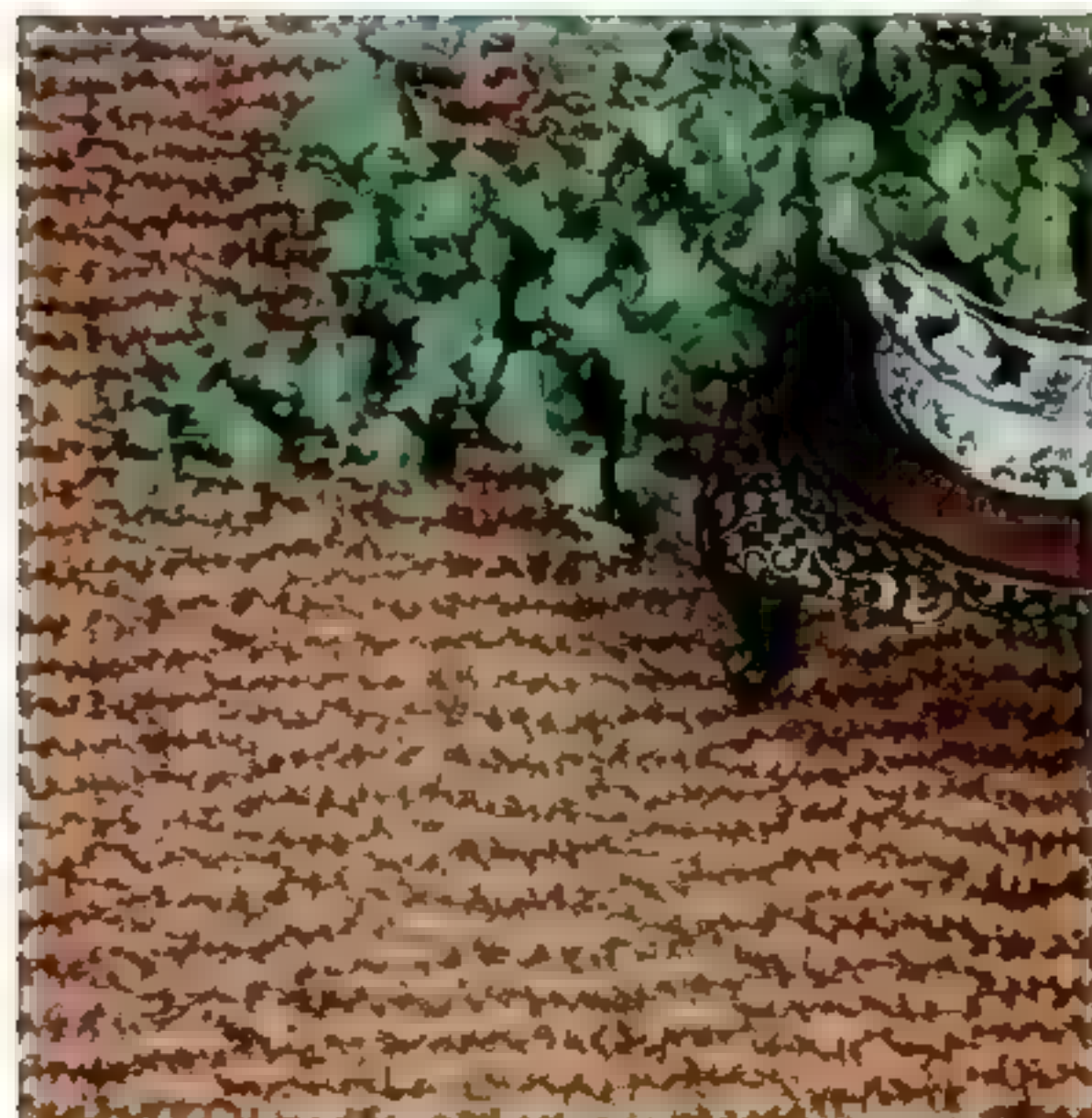
Here are carpets with the freshness, the vitality, the pure, uncluttered beauty of the contemporary homes for which they were woven. Here is sensitive use of texture to describe design... in Mayfair, shown on the opposite page. Here are spirited contemporary motifs worked in muted modern colorings... in Wormley Originals, shown at the right. (America's famous Edward Wormley designed these Originals exclusively for Alexander Smith, to give you a group of modern companion-carpets, each beautiful alone, each designed to go with every other.) All of Alexander Smith's Carpet Contemporaries will be introduced at your own fine store's Carpet Fashion Opening, April 2nd through the 11th. See them. Feel them. Order them... to bring the best of living design into your own home, today.

Alexander Smith

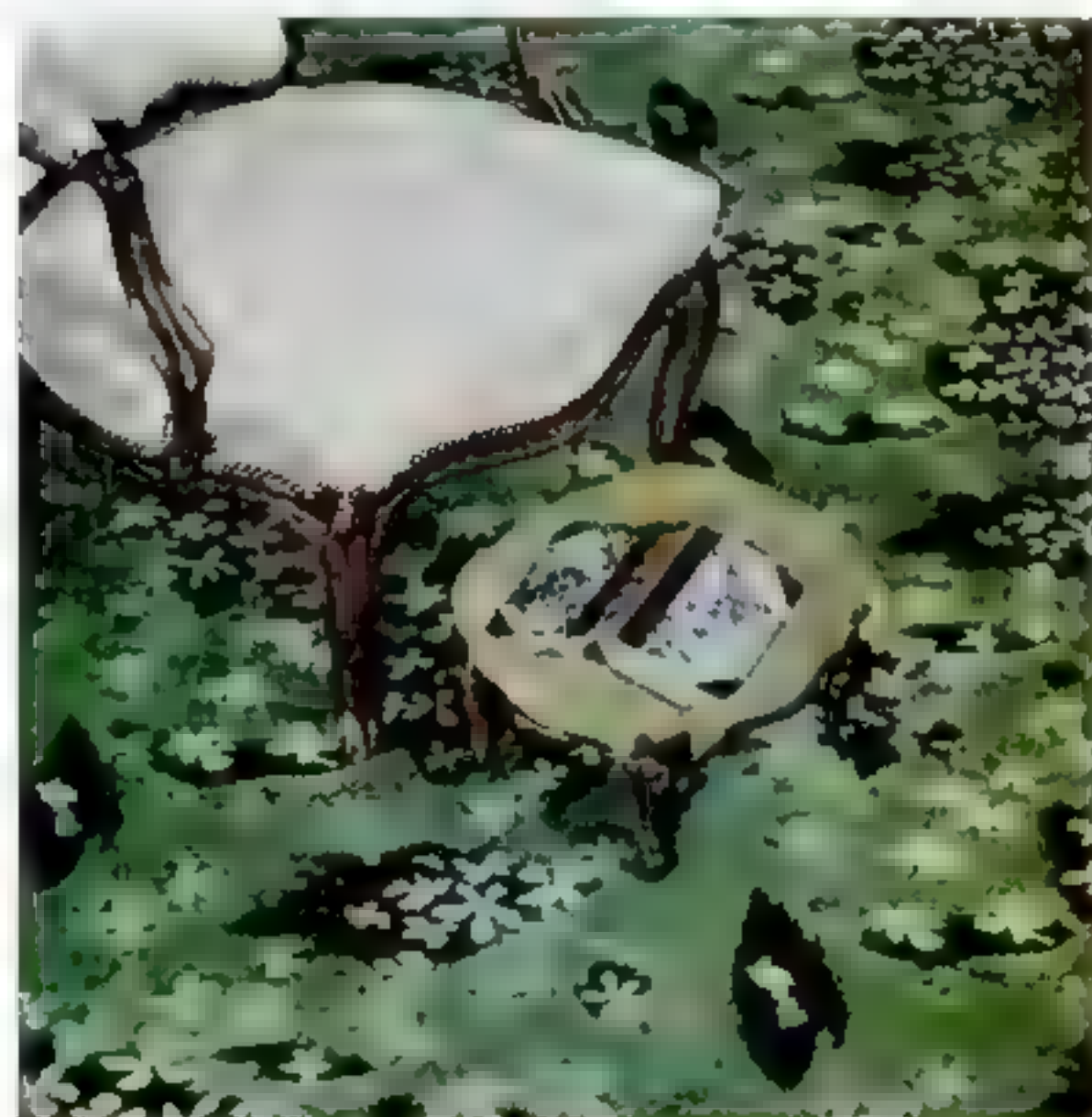
FLOOR-PLAN RUGS



BROADLOOM CARPETS



Zodiac . . . a Wormley Original, introduces a muted shadow-pattern in deep-yarn pile. In earth-tones or leaf-tones. 27" wide; about \$9.95 a yd.*



April . . . a Wormley Original, translates a carpet of Spring flowers into modern color and design. On leaf-tones or rose. 27" wide; about \$9.95 a yd.*



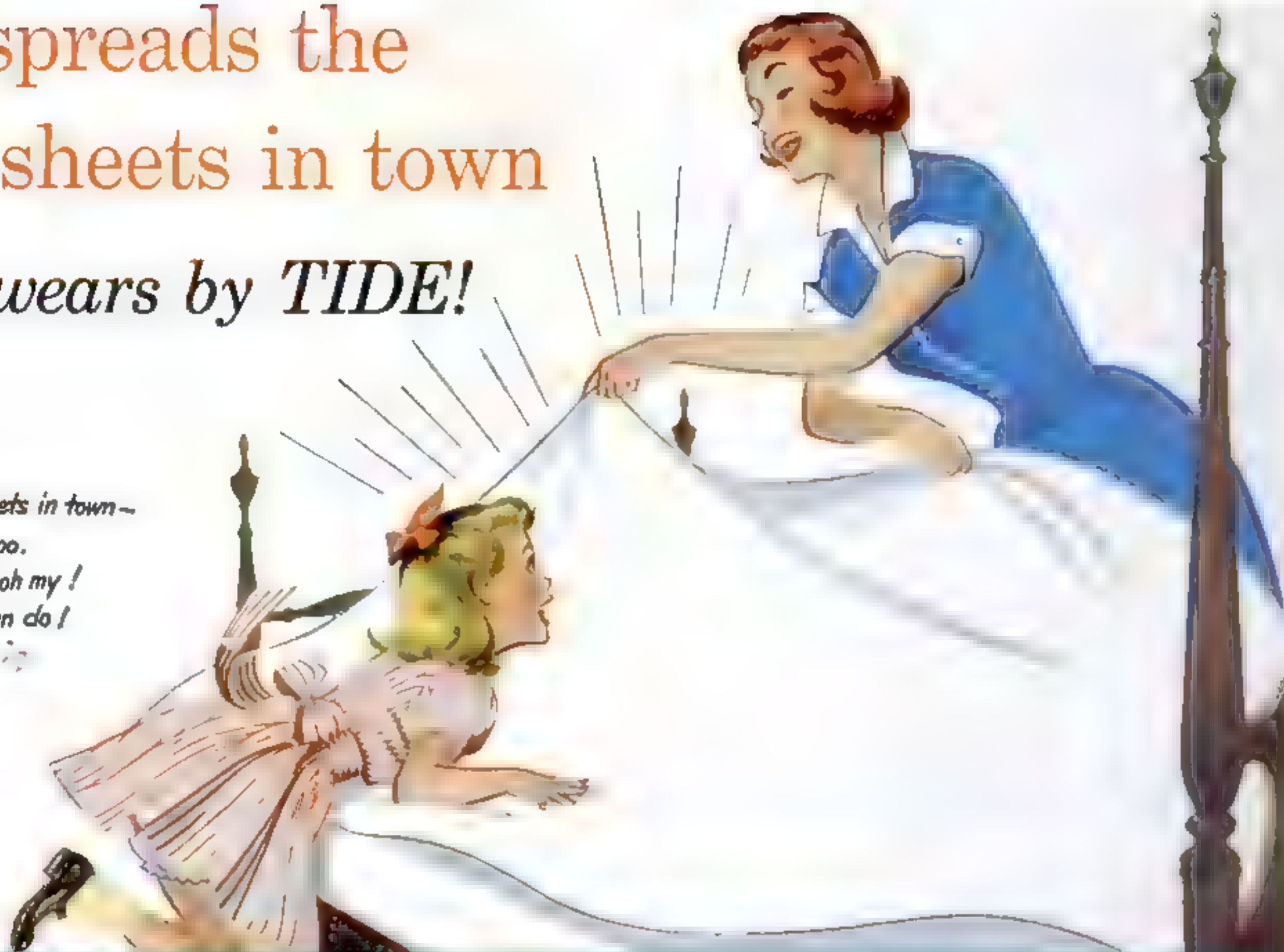
October . . . a Wormley Original, creates an effect of casual elegance with a random pattern in earth or leaf-tones. 27" wide; about \$9.95 a yd.*

*Slightly higher in the West. Prices subject to change without notice.

She spreads the
cleanest sheets in town

... she swears by **TIDE!**

She spreads the cleanest sheets in town—
Tide gets them whiter, too.
Yes, cleaner... whiter! My, oh my!
The things that Tide can do!



Tide GETS CLOTHES CLEANER THAN ANY SOAP!



P.S. PREFER TO SKIP RINSING?

With Tide you can skip the rinsing, and save all that time and work. Just wash, wring out, hang up. Tide will give you the cleanest possible no-rinse wash!

**NO SOAP—NO OTHER PRODUCT SOLD THROUGHOUT
AMERICA WILL WASH AS CLEAN AS TIDE!**

JUST TRY TIDE in your washing machine. Wring out your clothes, rinse them, and, lady, you'll hang up a cleaner wash than you'll get with *any* soap—or any other washing product sold from coast to coast! You'll get the *cleanest* wash in town!

NOT ONLY CLEANER—WHITER, TOO! Yes, Ma'am! In hardest water, Tide will wash your shirts, sheets, curtains *whiter* than any soap you can name! They'll be so *shining white* . . . so *radiantly clean*, you'll never want to trust them to anything else but Tide!

AND BRIGHTER! Just wait till you see how your wash prints *glow* after a Tide wash! The colors look so crisp and fresh . . . the fabric feels so soft . . . irons so *beautifully*, you'll say there's nothing like Tide! And there *isn't*! Get Tide today—and hang the cleanest wash in town on *your* line!





MODEL OF TUNNEL shows wind's path. Fans (1) blow the air toward the corners at left where deflecting vanes direct it into mouth of test section (2).

THE BIGGEST WIND TUNNEL

It tests full-sized airplanes

Sprawled across an 8-acre plot at California's Moffett Field is a curiously formed building which is probably the biggest single scientific instrument on earth. It is a wind tunnel in which full-sized twin engine bombers can be tested. Its controlled hurricane is produced by six house-high fans and guided around the corners of a continuous half-mile circuit by banks of 130-foot deflecting vanes. These soaring strips of steel create a stark pattern (right) that seems to vibrate before the eyes.

The purpose of the tunnel, completed in 1944 by the National Advisory Committee for Aeronautics, is to determine flight characteristics of new aircraft which might not be detected by tests made with miniature models. It can help to prevent loss of life from the failure of experimental planes whose model prototypes could have tested perfectly. Aircraft to be studied are mounted in mid-air in the tunnel's test section, a cavernous room 80 feet wide by 40 feet high. Instruments are connected to it at various points. Then the fans are turned on. Wind rushes past the plane at 250 mph, revealing existing weaknesses as surely as if it were in actual flight.

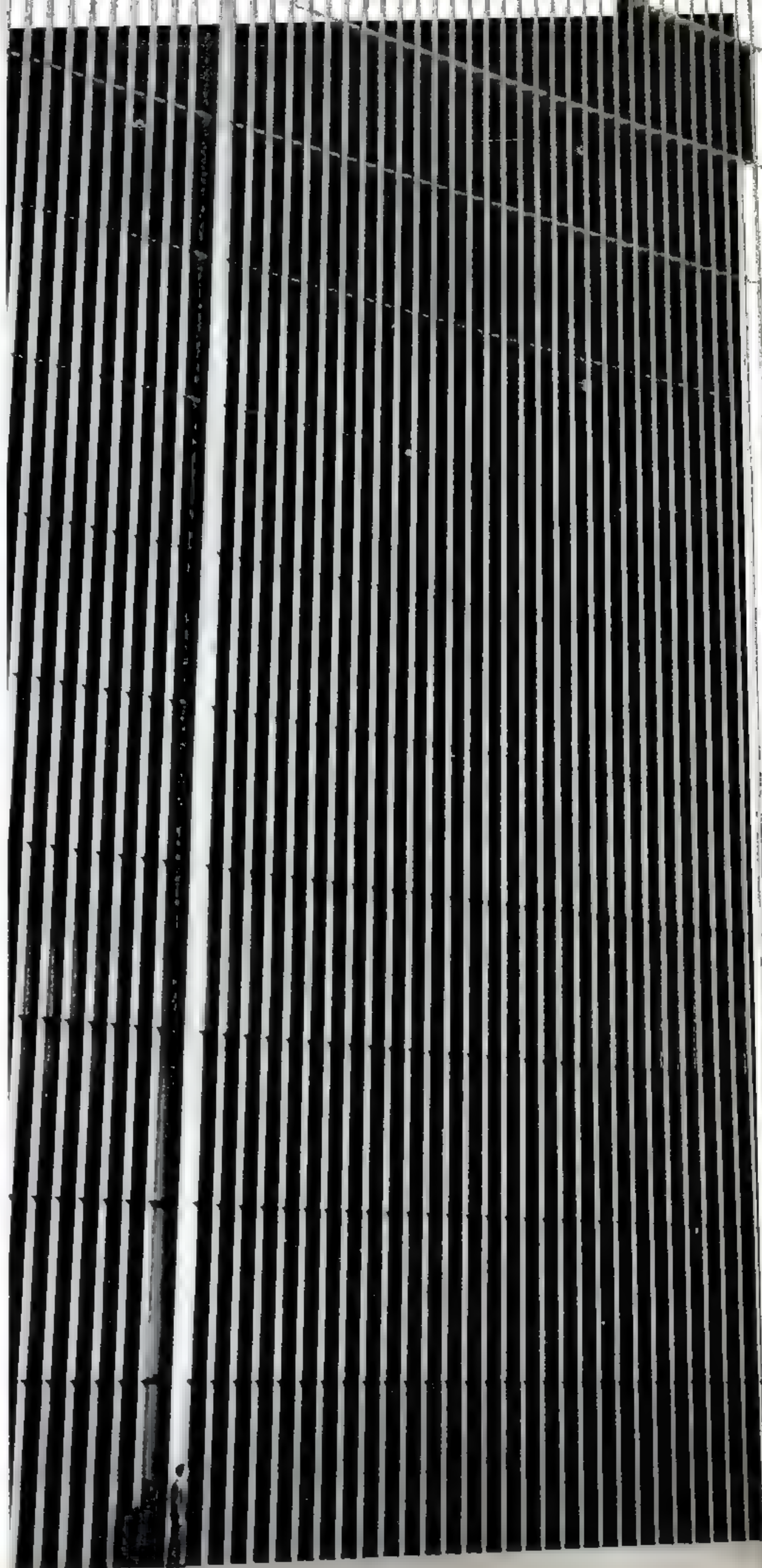
The Moffett tunnel is now being used to study the low-speed characteristics of high-speed aircraft. Such planes, whose wings are designed for velocities greater than that of sound, might not fly safely at the low speeds required for normal landings. Only in a wind tunnel like that at Moffett Field, where planes can "fly" without ever leaving the ground, can the flight problems of radical new designs be safely and fully studied.



THROAT OF TUNNEL narrows near the test section to compress the air into a faster flowing stream.

HUGE DEFLECTING VANES DWARF AN ENGINEER →

CONTINUED ON NEXT PAGE



You'll live your TV dream
with a
BEAUTIFUL '51 CROSLEY!



20-in. Console Model 20-CDC-2. The richly styled cabinet of this gorgeous set is finished in mahogany veneer.

HERE'S THAT DREAM you had of peerless television... newly translated into brilliant electronics and beautiful furniture by Crosley!

Here is *everything* you want in television: clear, steady big pictures on Crosley's wide-angle Family Theatre Screen, rich theatre-tone sound, entirely reliable performance... and your choice of authentically styled cabinets—20 new models, each more beautiful than the others!

Your complete satisfaction is assured by these Seven Great Crosley Extra Values:

1. **Reliable operation**—backed by Crosley's full-year picture tube and parts warranty*.
2. **Dependable performance**—with Crosley's precision-built Super-Powered Chassis. Every Crosley TV Set is individually picture-proved as an operating unit.

3. **Round-the-compass reception**—with Crosley's patented Built-in Dual Antenna.

4. **Tunes a better picture easily**—with the Crosley Unituner, the antenna is tuned automatically... is sealed against dust... requires less service... is ready for ultra-high frequency.

5. **Lifelike picture clarity**—with Crosley's Precision Picture Control.

6. **Full Room Vision**—on Crosley's patented Family Theatre Screen... shows more people a better picture

7. **Easy on the eyes**—the Crosley no-glare slanted picture window removes eye-strain.

Twenty magnificent new Crosley models give you a wide selection of beautifully handcrafted cabinets in traditional and modern designs.

Come in *today* and let us show you how Crosley is setting the pace in big picture television.

*Not including service, labor cost, or installation.

CROSLEY

Family Theatre Television

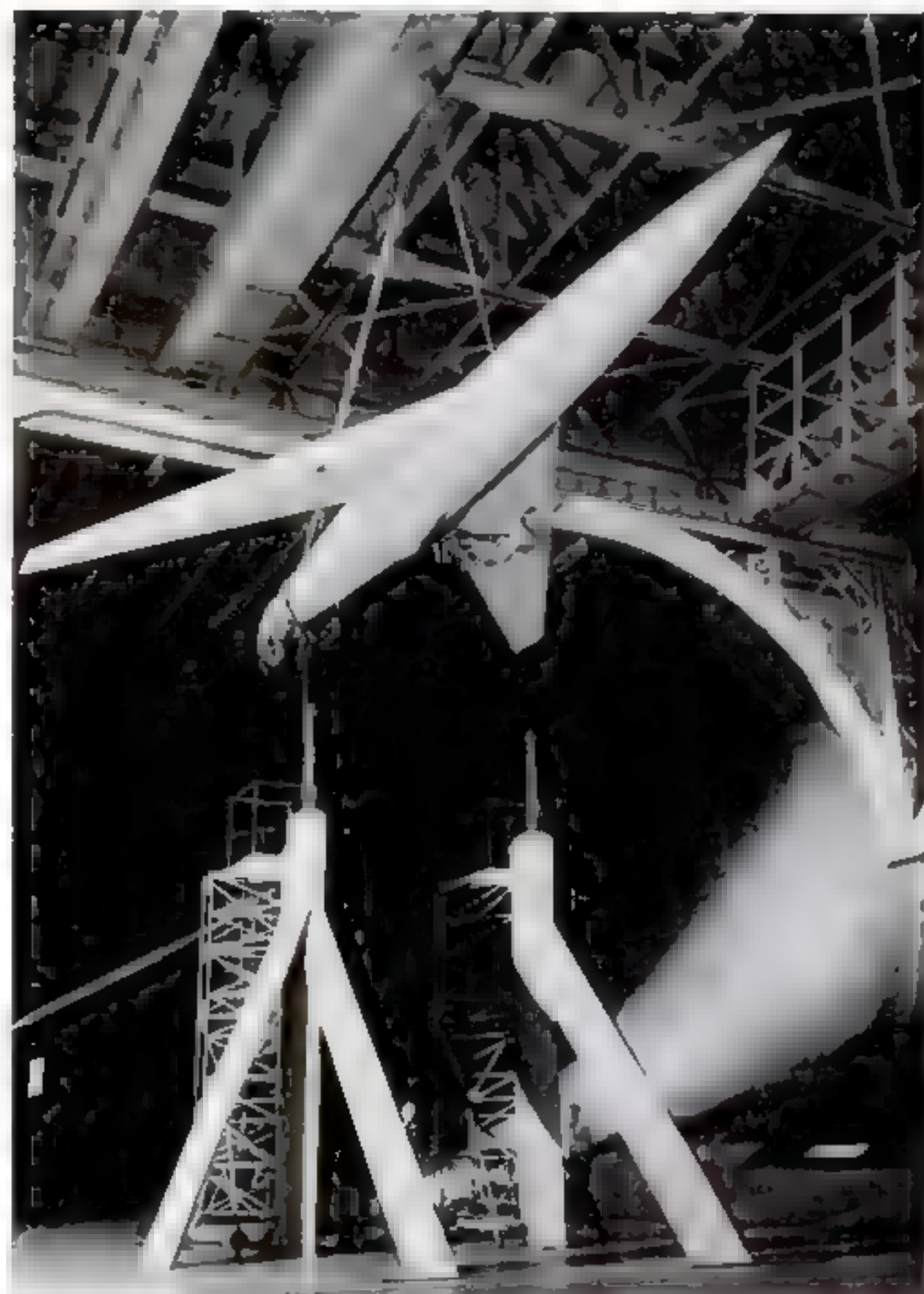
Crosley Division
Cincinnati 25, Ohio



BETTER PRODUCTS FOR HAPPIER LIVING
Shelvardor® Refrigerators • Freezers • Electric Ranges
Steel Kitchen Cabinets • Sinks • Garbage Disposers
Electric Water Heaters • Radios • Television

THE PACE-SETTING DESIGNS ARE COMING FROM CROSLEY!

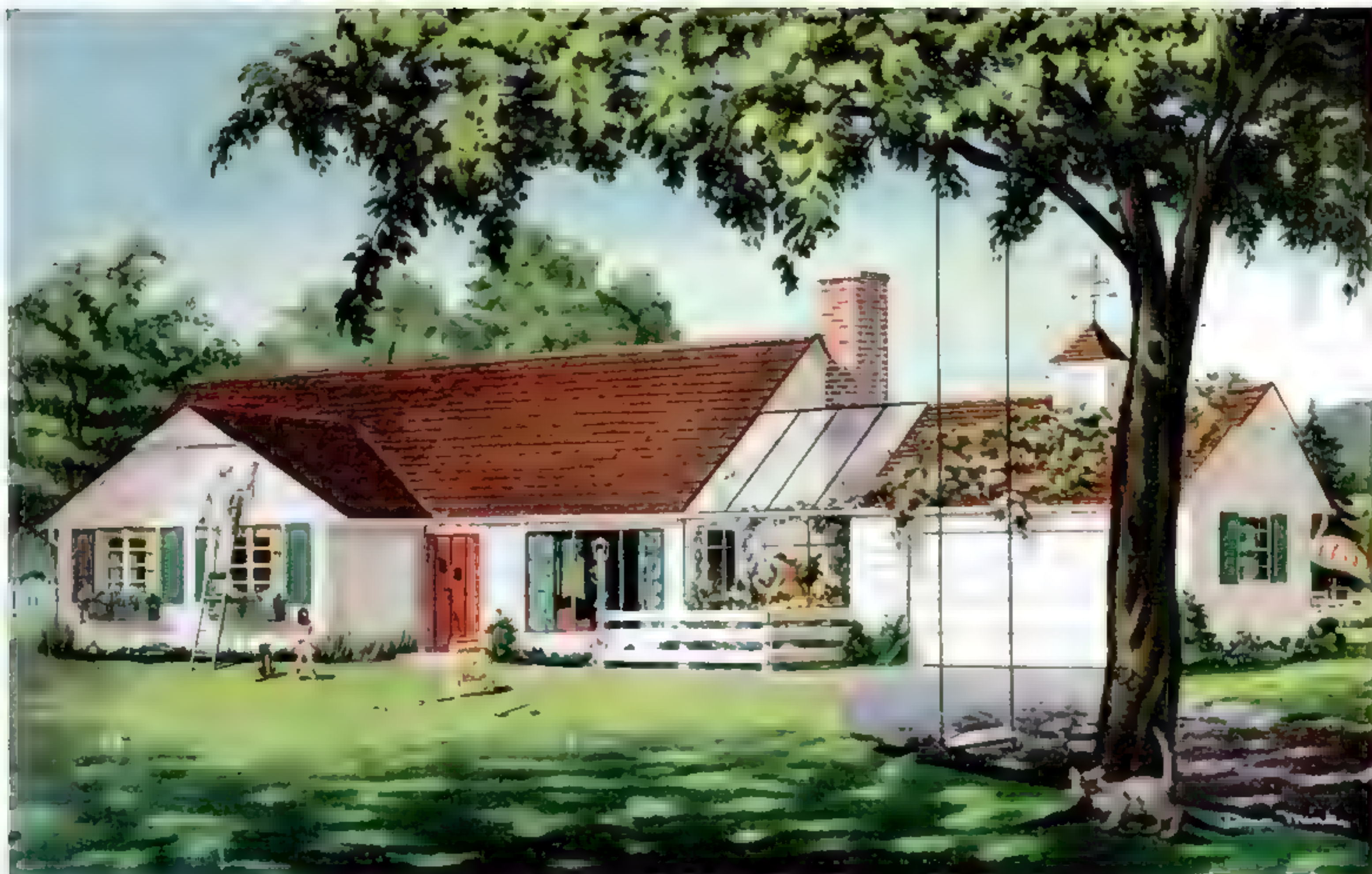
Biggest Wind Tunnel CONTINUED



FULL-SIZE MODEL with wings designed for speeds of 900 mph is lowered to test position. Its wings have greater sweepback than any plane now flying.



FORTY-FOOT FANS create the tunnel's big breeze. Each of the fans is rotated by a 6,000-hp motor, more powerful than the average diesel locomotive.



Paint is a good investment! Enough SWP Weatherated* House Paint for the average small home costs less than \$45.

For the best looking house in your neighborhood **INSIST ON *SWP* HOUSE PAINT...IT'S WEATHERATED***



1001 DECORATING IDEAS . . . See the NEW Sherwin-Williams Paint and Color **STYLE GUIDE**. Ask your Sherwin-Williams Dealer to show you . . . or lend you . . . the big new Style Guide. Scores of large color photographs of beautiful rooms! Hundreds of authentic color styling suggestions!

How much is *your home* worth today? If it's like most houses, its value has probably increased greatly. Naturally you want to protect your investment and that increased value. Naturally you want the best looking house in your neighborhood. For extra beauty and protection, your best buy is SWP House Paint because it is Weatherated*.

*The Weatherated process means that SWP is subjected to continuous testing in the laboratory and in the field for its ability to resist excessive loss of gloss, high dirt collection, uncontrolled chalking, checking and cracking,

rapid erosion, color fading. It must rate high against *all* these destructive factors before it is permitted to bear the Sherwin-Williams label. (And all Sherwin-Williams paint products must pass similar grueling tests.)

For that home of yours, the *best* house paint you can buy is your *best* investment. See your friendly Sherwin-Williams dealer nearby. (Refer to your classified telephone directory under "Paint".) He'll be glad to recommend a painting contractor, if you wish.

To get the most for your paint dollar, look for the famous "Cover the Earth" sign.



IT PAYS TO SEE
THE DEALER WHO SELLS

SHERWIN-WILLIAMS

PAINTS

© 1951, The Sherwin-Williams Co., Cleveland, Ohio

SHERWIN-WILLIAMS AND ITS ALLIED COMPANIES LEAD THE WORLD IN PAINT RESEARCH



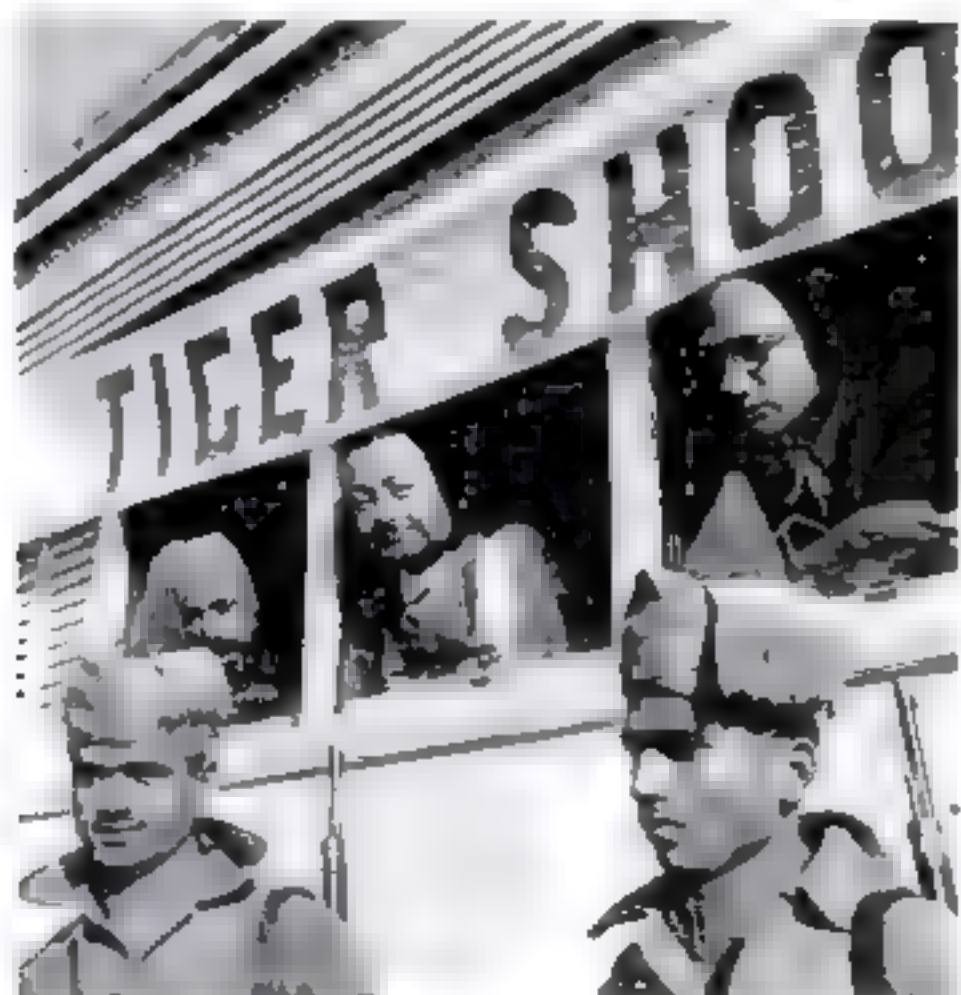


RAJA'S PALACE WAS EXPEDITION'S STARTING POINT

A Raja Goes A-hunting

IN SPITE OF INFLATION IT COSTS ONLY \$10,000 TO BAG 3 TIGERS

Although many facets of India's social structure are fast leveling off, the Raja Bahadur Vishweshwar Singh of Rajnagar makes no concessions to change when it comes to tiger hunting. In January he sent 16 of his best hunting elephants and their handlers on a month's trek up to the northern jungles of Bihar. A few weeks later, before the weather turned too warm, he summoned 12 retainers, 20 servants, four guards and 28 guests, loaded them into his private railroad cars and set out for the jungle. When he got there his aides had acquired another 20 elephants locally along with a score of additional servants. By the time the party was ready to go and shoot tigers, 200 people were involved. There were mahouts to drive the elephants and charkatas to feed them. There were cooks, musicians, a private secretary, an animal skinner, and even servants for the servants. And there were tons of equipment including two complete kitchens for Western and Indian-style cooking. The hunting itself was almost the easiest part of it. Breakfasting well, the raja and his friends moved out by car each day to rendezvous with the elephants; then atop the animals they waited for an almost solid line of beaters to flush the game toward them. After several hours of this came lunch, a four-course meal brought out from camp and served hot. The afternoon's hunting was topped off with Scotch and sodas, evening entertainments and a luxurious late dinner. In 10 days three tigers were bagged. The raja brought down one and finished off a second that had been wounded by another hunter. He felt the effort worthwhile for, despite inflation, the expedition had cost him only about \$10,000, the same as last year, and only three of his attendants had been wounded—by hunters firing wildly at a leopard.



IN PRIVATE RAIL CAR decked like special football train, the Raja Bahadur (center), wearing his favorite diamond earrings, sets out for the jungle country.



ON PERSONAL ELEPHANT the raja and his guest, wife of an American engineer, hold rail of their tilted howdah while waiting for wild game to be flushed

← FIRST TROPHY OF THE HUNT, AN 8-FOOT 5-INCH TIGRESS, IS TIED FAST TO BACK OF AN ELEPHANT



DJKE

A PRETTY FACE STARTS AT YOUR FEET

Grandstand play for summer...

classic Air Step Spectators.

With the mellow comfort
of the Magic Sole, the
infallible fashion of the
Air Step design... you



LARA

have the relaxed assurance that makes

"a pretty face start at your feet."

Try them on today.

Shoes illustrated, 11⁹⁵



BELMONT

Other styles, 9.95 to 13.95

Higher Denver West

See the Vanity Case Collec-
tion of Air Step Spectators
at your nearest dealer's.
For his name, write Air Step
Division, Brown Shoe Com-
pany, St. Louis.



Air Step

THE SHOE WITH THE MAGIC SOLE



MAIN CAMP of the expedition, crowded with hunters, servants, elephants and supplies, looks like tented circus lot. Raja's automobile, the ancient open-top bus and the two jeeps brought the party in from the



GUN KEEPER, an expert Moslem rifleman on raja's permanent staff, inspects one of the seven weapons he kept oiled and clean for the raja's use.



POWER PLANT for camp, an American-made portable generator set up behind straw windbreak supplies electricity to run equipment and light tents.



nearest rail station, Bagaha, almost 30 miles away. Elephants and 100 other servants stayed at a second camp. Most of the party slept in the tents but raja and his personal servants slept in forestry station nearby.



PRESSER, charged with keeping the raja's party in freshly laundered clothing, irons a cotton garment at his worktable in the servants' area.



TIGER BAIT is a buffalo, tied to tree in the jungle area where the hunting is scheduled next day. Tigers are sometimes found asleep near carcass of buffalo.

CONTINUED ON NEXT PAGE

NEW! Post's SUGAR CRISP

FOLKS JUST
CAN'T GET
ENOUGH!

AS A **CEREAL**
IT'S DANDY!

EVERYBODY'S HUNGRY FOR THE CRISPY
PUFFED WHEAT WITH THE WONDERFUL
HONEY-FLAVORED COATING TOASTED
ON! YOU NEED NO SUGAR—
JUST ADD MILK OR CREAM.



FOR **SNACKS**
IT'S SO HANDY!

YOU GET SWELL FLAVOR PLUS
QUICK ENERGY FROM THE SPECIAL
HONEY-AND-SUGAR COATING... NOUR-
ISHMENT FROM THE WHOLESOME
WHEAT. IT'S NO WONDER FOLKS JUST
LOVE NEW Post's SUGAR CRISP!



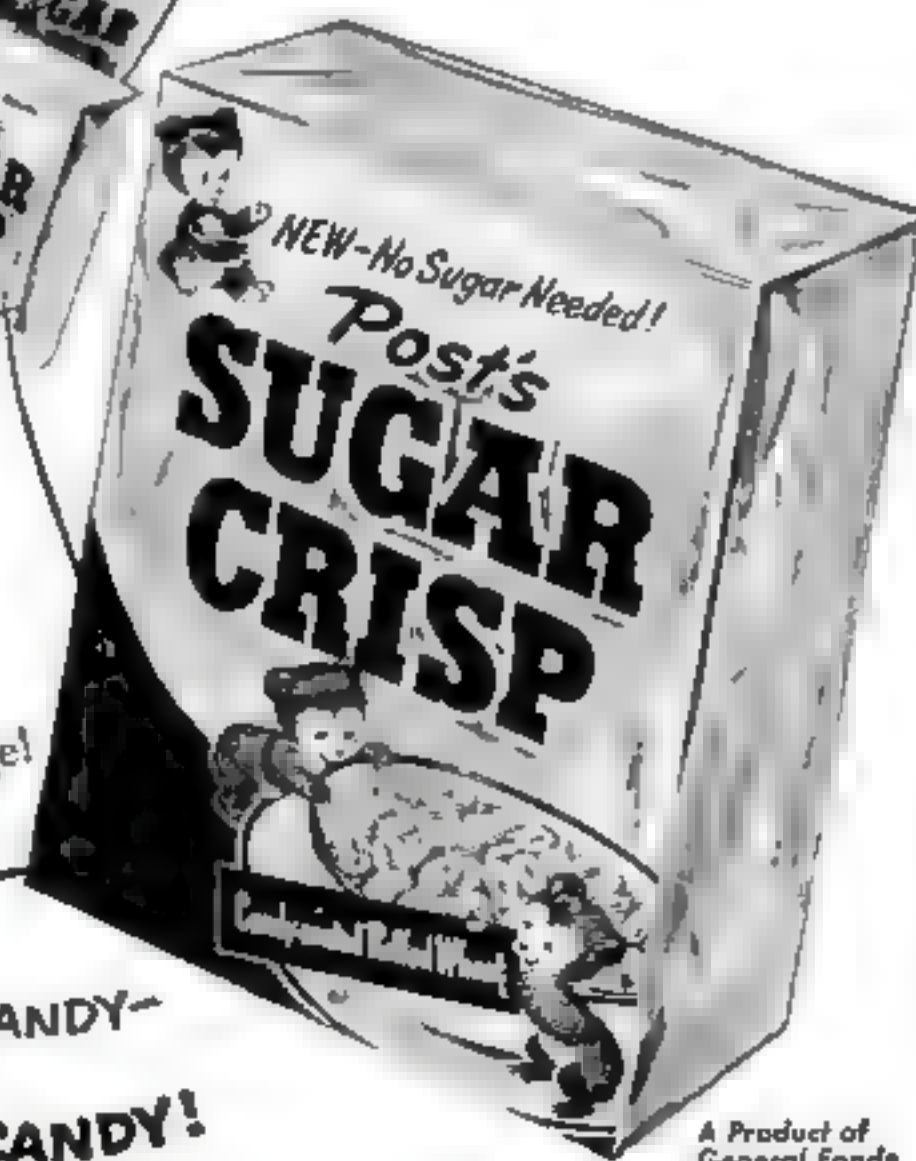
OR EAT IT
LIKE **CANDY!**

SUGAR CRISP MAKES GRAND EATING—
RIGHT OUT OF THE BOX! IT'S A
TREAT YOU GO FOR AGAIN AND AGAIN.
REMEMBER—PUT POST'S SUGAR
CRISP ON YOUR SHOPPING LIST!



Easier to open—
easier to pour!
Easier to close—
easier to store!
That's delicious
Sugar Crisp in the
sensational new
weather-tight package!

AS A CEREAL IT'S DANDY—
OR EAT IT LIKE CANDY!



A Product of
General Foods



The tough
And rough
From wind and wave
Your cheek
Grows sleek with
Burma-Shave

Faces are the most enthusiastic Burma-Shave fans there are. When your face discovers how good Burma-Shave makes it feel, it will say, "Boss, I want to be Burma-Shaved every day—like millions of other lucky faces are!"



BURMA-SHAVE

IN TUBE OR JAR AT ALL DRUG COUNTERS



No man can be induced to buy a summer suit until he has been uncomfortably overheated for at least a week. That was an axiom in which the tailoring business always believed—until lately. Now there is evidence to indicate that men are getting wiser and buying earlier.

The advantages are very definite. A good store has its full stock of summer clothes on hand by now. It is pristine, fresh, complete, un-picked-over. You can have the style and pattern you prefer. You will not have to wait long for alterations.

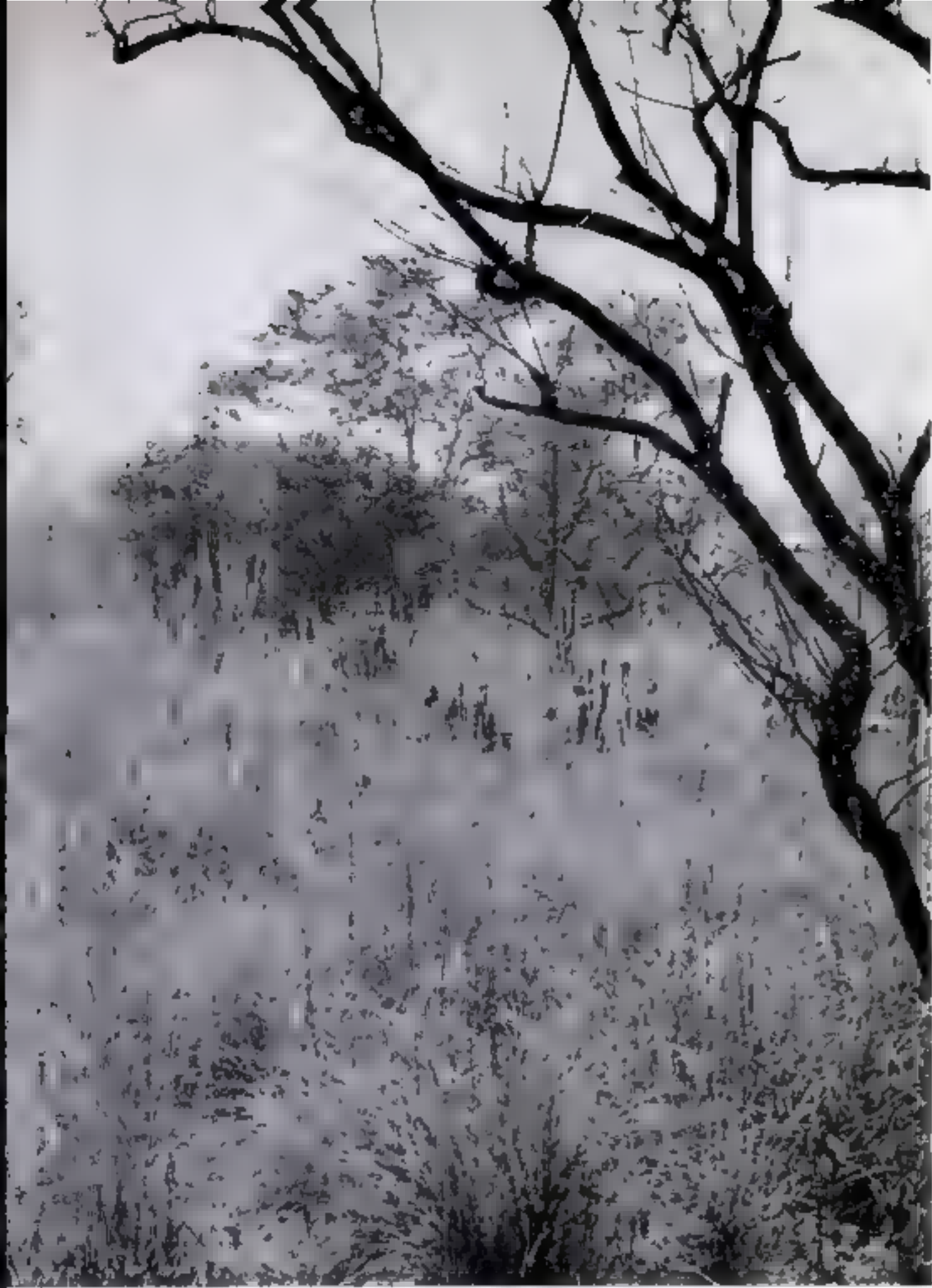
And, suppose you decide that this year you want a cool, crisp Bengaline Weave (there's a picture of a young man wearing one on another page). How disappointing if they were all snapped up.

Of course, Hart Schaffner & Marx makes many other fine suits that are just as smartly tailored, as well fitting and light in weight. But if you want to compare them all, don't be late. Freedom of choice is the prerogative of the early bird, particularly *this year*.



RUSHING THROUGH JUNGLE, heads of hunters at present is that undergrowth to the crowd goes toward a hunter who was with it—poised.

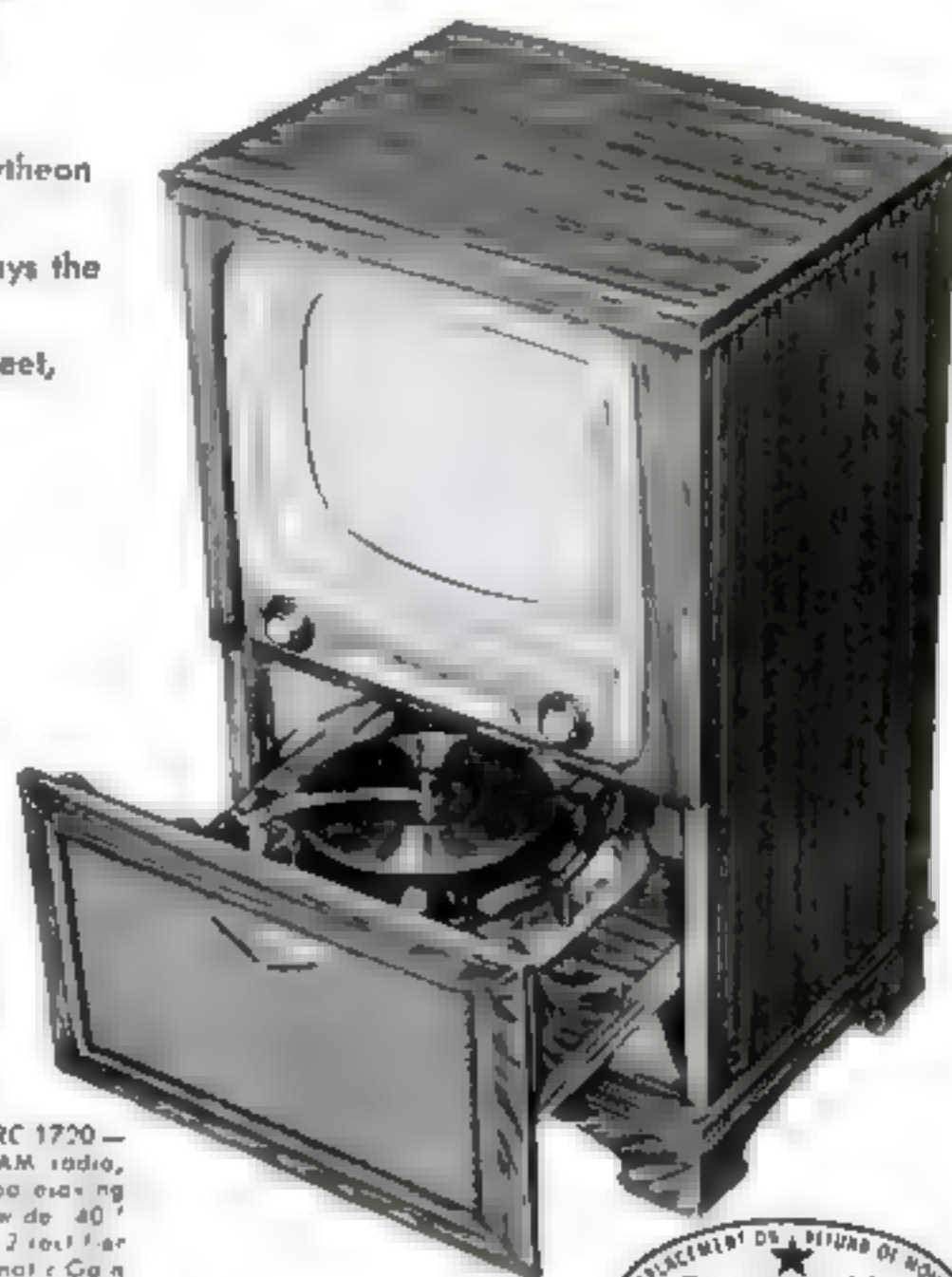




THE HUNTERS pose with their kill for raja's official palace photographer. Raja (center) holds double-barreled rifle made especially for him in England.



"We love our new Raytheon for its beauty, ease of tuning, reliability!" says the Ray Mueller family, 8057 S. Carpenter Street, Chicago



THE STARLIGHT—Model RC 1720—17" rectangular TV. Fine AM radio, all speed record player in space saving mahogany cabinet, 23 1/2" wide, 40" high, 18 1/2" deep. 22 tubes. 2 full-size tubes. 1 1/2" Kaved Automatic Gain Control and Automatic Frequency Control, built-in antenna, exclusive one-knob tuner.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

You buy dependability when you buy

Raytheon^{tv}

with all 7 vital points of quality

Before you choose any TV set, it will pay you to see Raytheon first. Because Raytheon offers you all 7 vital points of quality:

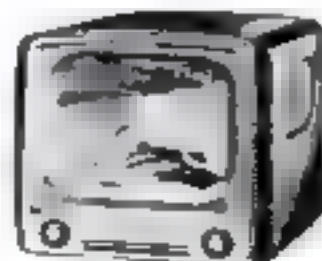
Proved ability—Raytheon has a 25-year history of electronic achievements. **Unexcelled pictures**—advanced engineering assures clear, sharp, steady pictures. **Easy to operate**—with Raytheon's single-knob control. **Beautiful cabinets**—exclusively designed for Raytheon by Marholz! **Honest workmanship**—high engineering and manufacturing standards assure highest quality. All sets adaptable to color TV. **Triple inspection**—of parts, production, finished product assures trouble-free performance. **Triple protection**—every set backed by Underwriters' Laboratories, Good Housekeeping seal, liberal 1-year written warranty.

See your Raytheon dealer now—compare Raytheon on all 7 vital points of quality—see why you buy dependability when you buy RAYTHEON TV!

A complete line of TV receivers from \$279.95 to \$750.00, including Federal excise tax and 1-year warranty. Slightly higher West and South.



THE CONSTELLATION—Model C-2006—big 20" rectangular TV, fine mahogany console cabinet, 26 3/4" wide, 30" high, 22 1/2" deep.



THE ROCKET—Model M-1711—17" rectangular TV, durable maroon plastic fabric covered table model, 19 3/4" wide, 19 3/4" high, 12" deep.

RAYTHEON
TELEVISION

A Trusted Name in Electronics

Belmont Radio Corporation, Dept. A-S, 5921 W. Dickens Ave., Chicago 39, Ill.
Subsidiary of Raytheon Manufacturing Company

Watch for next week's issue



A great general's personal story is told for the first time in four instalments in LIFE, beginning in the issue of April 9th. Illustrated by Bill Mauldin. Don't miss the first instalment of "The War America Fought," by General of the Army OMAR N. BRADLEY, starting next week.

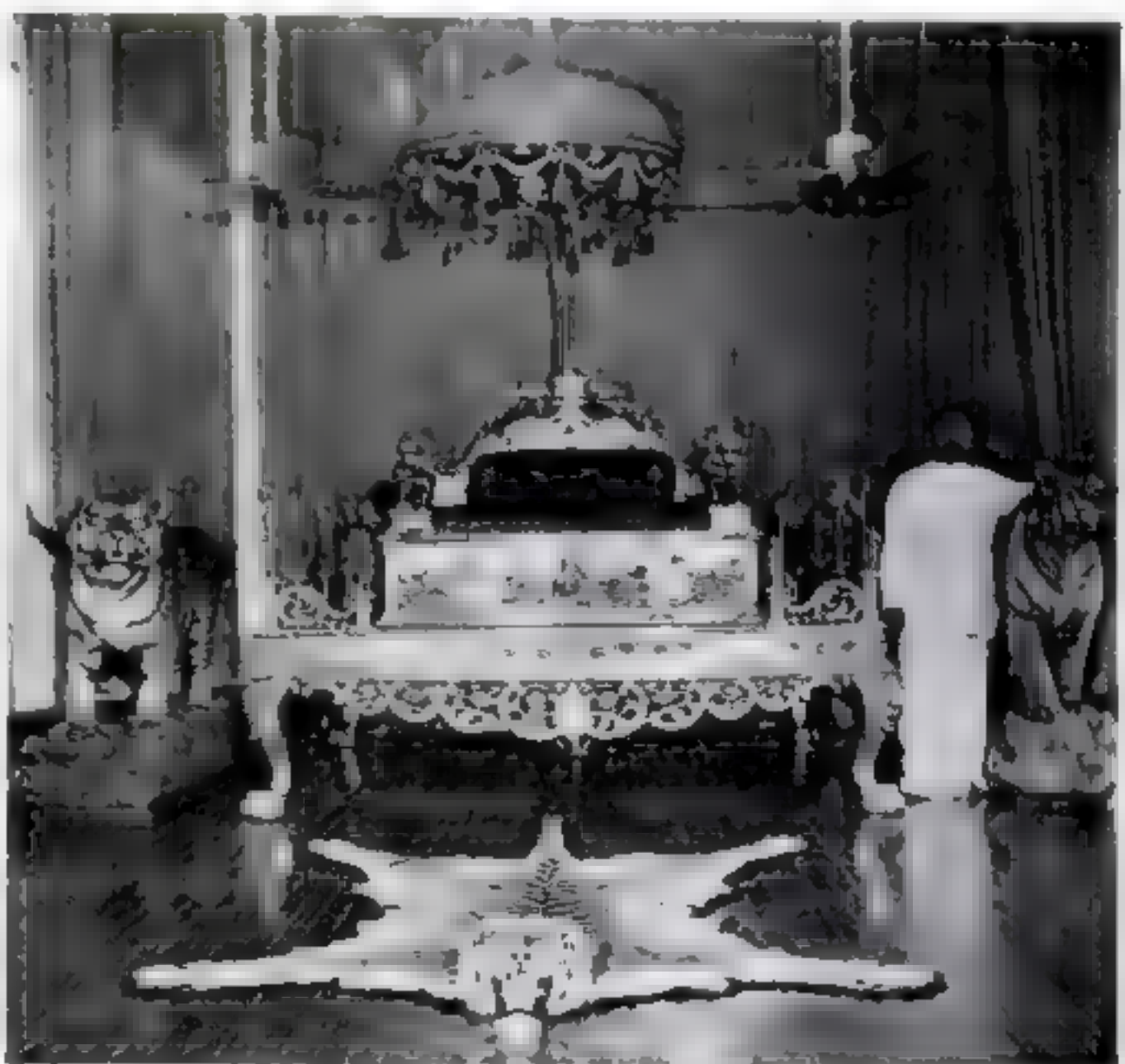
RAJA'S HUNT CONTINUED



JUNGLE PICNIC is spread for hunters during a leisurely break and served by waiters who carefully remove their shoes before walking on the tablecloth.



DINNER SHOW entertains Scotch-sipping party before day's last meal at 10:30 p.m. The harmonium player (left) is one of the regular palace musicians.



HOME FROM HUNT the Raja Bahadur stands proudly in throne room of his palace with two stuffed tigers and tiger-skin rug, prizes of his earlier shoots.



It's smart as a convertible!
It's snug as a sedan!



Carries six big people
in super comfort!



"Luxury Lounge" interiors
are "Color-Keyed" to the
finish of the car!



Style like that will always
stay "right"!

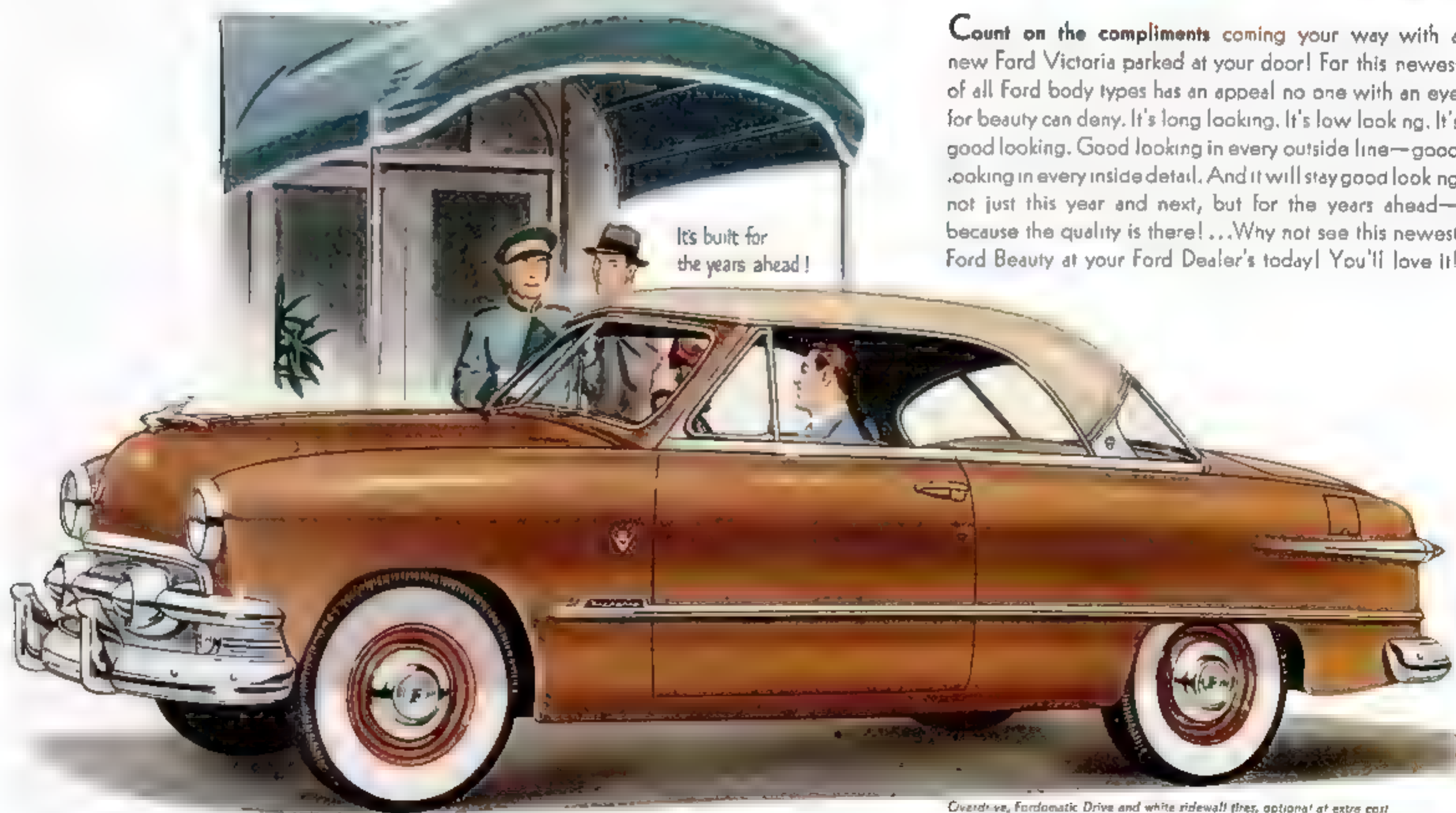


It's got Automatic Ride
Control that literally
"irons out" the road!



You get the choice of 3
great drives—Conventional,
Overdrive or Fordomatic!

It's the Belle of the Boulevard! It's the new **FORD** Victoria!



It's built for
the years ahead!

Count on the compliments coming your way with a new Ford Victoria parked at your door! For this newest of all Ford body types has an appeal no one with an eye for beauty can deny. It's long looking. It's low looking. It's good looking. Good looking in every outside line—good looking in every inside detail. And it will stay good looking not just this year and next, but for the years ahead—because the quality is there! ...Why not see this newest Ford Beauty at your Ford Dealer's today! You'll love it!

Overdrive, Fordomatic Drive and white sidewall tires, optional at extra cost

Miss America says:

**"The sooner a girl starts planning,
the happier her future can be!"**

"EVERY GIRL DREAMS of a happy romance," says Miss America. "But a smart girl does more than dream. She plans ahead for her future home just as carefully as she prepares for a career.

"And here's a practical way you can help her dreams come true!

"Give her a Lane Cedar Chest now—even if she's not yet engaged. For the sooner she has her Lane, the sooner she can start gathering the beautiful things that will make her future home a happier, more charming place."

A handsome, aroma-tight Lane will keep her exquisite linens, luxurious blankets and

comforters sweet-smelling and fresh—safe from dust and moths—as no other storage method can.

"As far back as I can remember," continues Miss America, "we've had a Lane Cedar Chest at home. Mother and I keep our sweaters and woollens in it all the time. We find it's the very best way to protect them from moths.

"And now the Lane people have given me a beautiful new cedar chest—especially designed for me, as Miss America! It's a stunning, modern piece of furniture any girl would be thrilled to have! Why not give one to your favorite 'Miss America'!"



**MISS AMERICA
SPECIAL \$69.95**

• Stunning modern chest of blond oak or walnut. Full-length utility drawer in base.
Miss America De Luxe—same chest larger, with more storage space—\$79.95. Blond oak, walnut, grey walnut, mahogany, or cordovan. Easy budget payments on all Lane Cedar Chests.



Miss YOLANDE BETBEZE of Mobile, Alabama—the beautiful Miss America of 1951—is thrilled with her handsome, modern Lane Cedar Chest!

PARENTS! April 8th is **DAUGHTER'S DAY!** A perfect day to start your daughter's future happiness with a gorgeous Lane Cedar Chest! Easy budget payments available. Lane prices slightly higher in West and Canada.

LANE CEDAR CHESTS

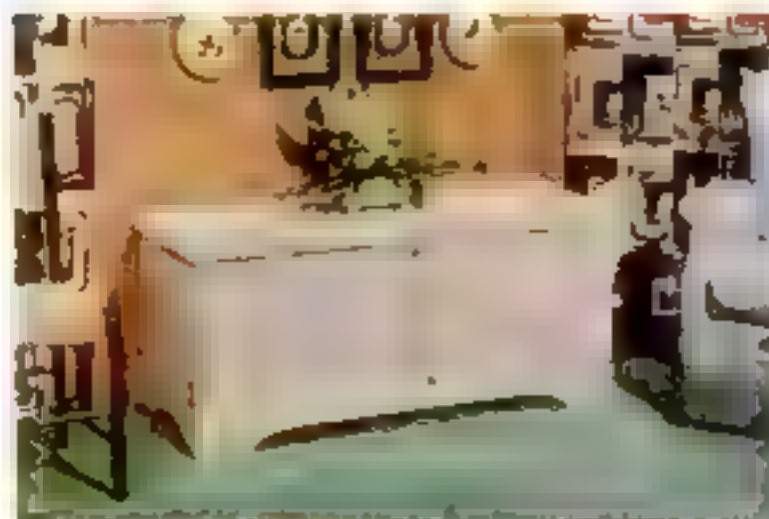
The Gift that starts the Home

Lane Chests are available as low as \$49.95.

**Lane is the only
pressure-tested aroma-tight
cedar chest in the world!**

Made of finest 3/4-inch red cedar, its absolute moth protection is guaranteed by one of the largest insurance companies. The Lane Company, Inc., Dept. L., Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

©1951 The Lane Company, Inc.



Functional Modern. Grey walnut, Model #2627. Blond oak, #2587. Self-rising tray. Secret Lane process conserves cedar aroma. \$59.95.



18th Century Chest of Honduras mahogany with large drawer in base. Hand-rubbed satin finish. Model #2221—\$89.50.

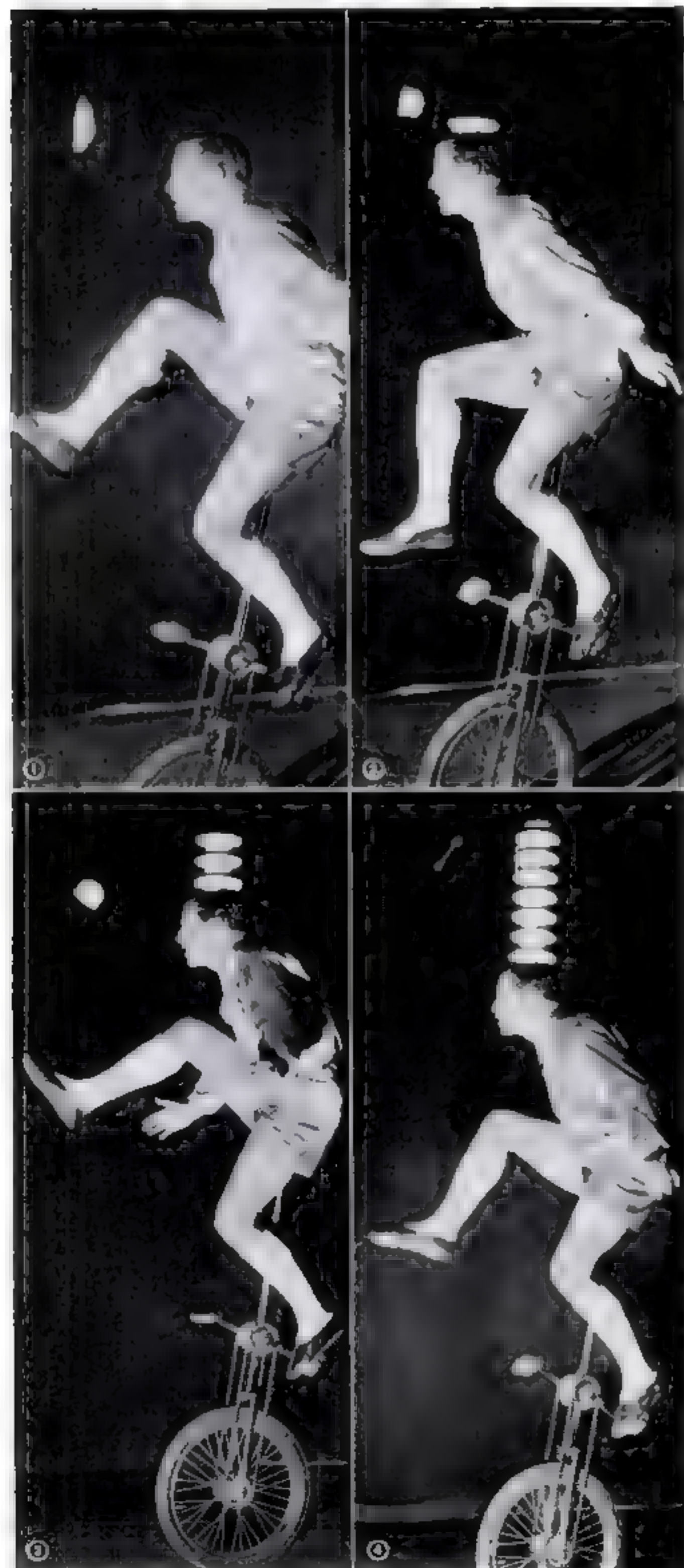


Streamlined Modern of matched walnut and paldao. Removable tray lifts automatically with lid. Model #2592—\$59.95.

FLYING SAUCERS AND CUPS

German juggler shows new way to stack dishes

A trick which housewives will admire but are not likely to imitate is being performed in Europe now by a German juggler named Rudi Horn. Riding on a unicycle, Rudi begins his stunt when somebody hands him a saucer which he balances on one foot. Then, with a quick kick, he flips the saucer onto his head (picture No. 1). Rudi then kicks up a cup that lands neatly on the saucer, then a saucer that lands just as neatly on the cup, and continues kicking (Nos. 2 and 3) until he has a stack of seven cups and saucers teetering on his head. Finally, with typical German thoroughness, he flips a teaspoon (No. 4) into the topmost cup.



If you love me like I love you Let Sergeant's keep me good as new!

There's a Sergeant's Dog Care Product for just about every need. For worms, Sergeant's SURE-SHOT® and Puppy Capsules. Others for fleas, insufficient vitamins, ticks, itching, ear troubles. All safe, sure, easy to use. All veterinarian-tested. Trusted for 76 years. **FREE:** famous Sergeant's Dog Book—a wealth of expert information on dog care, feeding, training. At drug or pet store—or write Sergeant's, Dept. A-9, Richmond 20, Virginia.



Sergeant's® dog care products

STOMACH UPSET?

If you have "bunger pains," heartburn, frequent stomach upsets or indigestion due to excess stomach acid by all means see your doctor—and start taking Sedagel. For excess stomach acid is believed to be a common cause of peptic ulcers. Users say Sedagel acts faster—lasts longer than anything else they've ever tried. Sedagel "sponges up" biting, burning acid—then it spreads a coating over stomach and intestinal walls that soothes and protects. Get Sedagel today!



4,972,690

Californians and
you read LIFE,
as do a majority
of all Americans.*

LIFE

*From the new important Accumulative Audience Study by Alfred Pante. Its search for "which measures the number of people who read a single issue" LIFE (23,940,000 Americans) reveals how this audience grows in the course of thirteen issues to a total of 62,600,000 different people and analyzes the characteristics of that audience.



INTRODUCING...AMERICA'S ONLY
**Perspiration
Odor Resistant
NYLONS**

Now, your dain
liness assured
all day long. Bou
quet Stockings
exquisitely sheer...
odor res tant for at
least 25 washings! Every
pair a ves you double
valun slunning beauty plus
flower freshness. Bouquet
Nylons are as essential as your
daily bath. Write for dealer's
name Viking Hosiery Co.,
Empire State Bldg., New York 1

Bouquet
by Viking

"Always Flower Fresh"



Go ahead and tell him

*Times being what they are, the chances are he'll agree
it's your turn to have a Hoover*



Never be hesitant about approaching a man on the purchase of a laborsaving device.

He might balk a little on some expenditures, but he is very solicitous of your time and energy.

He is particularly apt to agree when he knows he may never have to write *that* check again.

The Hoover is such a purchase.

More than 9,000,000 women have already "gone to their men" to get the Hoover. Isn't it your turn now?

If you already have a recent model Hoover Cleaner, you are all set for years to come. Hoover Service—if you ever need it—extends through all 48 states and Canada.

With a Hoover you'll start living in a fresher, brighter home and get a whole new slant on easy cleaning. You can choose Hoover Triple-Action upright or Hoover AERO-DYNE tank, in various models, priced as low as \$59.95, with terms as liberal as current government regulations allow.

About six inches to the right there are good reasons why the Hoover got to be the best known.

So go ahead and tell your husband. Then call one of the leading stores in your community that sells Hoover. If you don't know the name, find it in the classified phone book. Call for a "no obligation" home showing, or see for yourself at the Hoover demonstration table in the store.

The Hoover Company
North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

Cleans by powerful suction—the Hoover AERO-DYNE tank with the famous "Litter Gitter" nozzle provides more efficient cleaning action. Hoover AERO-DYNE Model 51, illustrated, features exclusive Dirt Ejector to "click out the dirt." Model 51 is priced at \$84.95 complete with all cleaning tools in handy kit. Hoover AERO-DYNE Model 41, with Disposable Dirt Bag and cleaning tools, \$69.95.

It beats, as it sweeps, as it cleans, brings back the color scheme you planned, roots out the stowaway dirt that veils and distorts color. Triple-Action Hoover, Model 29, illustrated, \$87.95. Converts instantly for all above-the-floor cleaning jobs, saving your time and energy. Cleaning tools in handy, lightweight kit at slight extra cost. Other Hoover Triple-Action Cleaners from \$59.95.



*For the man who likes the facts
before he writes the check*

- 43 years of manufacture—oldest and largest.
- More than 9,000,000 Hoovers already sold.
- More Hoovers in use today than any other make.
- 48% of Hoover new sales made on direct recommendation of Hoover users.
- Sold exclusively through leading local stores.
- Most complete line of cleaners in the industry.
- Most complete service facilities in the industry.
- Pioneer and leader in engineering research.
- Top cleaning efficiency . . . proved by independent laboratory tests.
- Endorsed by leading rug and carpet manufacturers for preservation of floor coverings.
- Best-known, best-selling cleaner in 65 countries around the world.

You'll be happier with a

Hoover®

Go ahead and tell him you want one

Prices slightly higher in Canada.
Prices subject to change without notice.



FERRY & CO. BURNED 1886. SEEDS SMOLDERED FOR 30 DAYS

ZILLIONS OF SEEDS

Once again the venerable Ferry-Morse Co., world's biggest seller of home garden seeds, helps bring a crop of springtime aches and promises to America's back-yard diggers

For most of America's millions of home gardeners April is—as a poet called it—the cruellest month. Although it is the time for welcoming the first daffodils and radishes, it is also the time for enduring the first aching backs and blistered palms. As he arises from the newly planted rows in his newly spaded plot, the gardener forgets his backache in the dreams of his summer bonanzas of vegetables and flowers.

A large share of the responsibility for the backaches, which always come, and the bonanzas, which sometimes do, goes to the Ferry-Morse Seed Co. of Detroit, the world's largest grower and distributor of home garden seeds. Ferry-Morse sells millions of packages every year and sometimes visitors ask how many individual seeds that comes to. At this, company officials throw up their hands in despair. With lobelia running 700,000 seeds to the ounce, petunias 300,000 and celery 100,000, they make an astronomical guess that the total is somewhere over 1,000,000,000,000. These zillions of seeds come from 40,000 acres of fields scattered over 18 states. Ferry-Morse carries 1,159 varieties, about equally divided between flowers

and vegetables, and is constantly developing new ones to add to its list. It has already had some innovations familiar to every gardener—the Red Cored Chantenay carrot, whose color is solid throughout, the Straight-8 cucumber, whose fruit is uniformly eight inches long, and recently the Cuthbertson sweet pea which thrives in heat and drought that shrivels other sweet peas. A few years ago when mildew was killing the melons in Imperial Valley, Ferry-Morse found that sulfa counteracted the mildew. Then it found that sulfa killed the melons. So it developed a melon which would withstand sulfa. But the greatest pride of Ferry-Morse is the Detroit Dark Red beet, a titan among root crops which was bred 59 years ago and is still the world's largest selling beet.

This month as the annual cycle begins for gardeners it ends for Ferry-Morse. All of its packets have been shipped out. Chairman of the Board D. M. Ferry Jr. (*opposite*), son of the founder of D. M. Ferry & Co. which in 1930 was merged with C. C. Morse & Co., could look back on a successful year. But out in the fields the new cycle of seed raising starts (*pp. 82-84*).



HARVESTING of seed was done by hand in this 1879 engraving. Most seed-gathering is now done

by machinery, though certain flowers such as pansies and oriental poppies must still be picked by hand.

D. M. FERRY JR. SITS AMID OLD POSTERS OF FATHER'S SEED COMPANY →





CHECKERBOARD OF BLOOM covers fields at Ferry Moritz's largest seed farm, the Flint Ranch near San Juan Bautista in central California. Dark green

fields in the background. In foreground, vast, colored beds of sweet peas are separated by four narrow vertical stripes of a hybrid rye. Low walls bound



those are different varieties of stock. In background, behind more beds of onions, are additional fields of sweet peas. The 400-acre Flint Ranch, with its 50 buildings

is the headquarters for Ferry Morse's West Coast farming operations. The 200 to 300 acres planted in flower there may produce up to 500 tons of seed a year.

CONTINUED ON NEXT PAGE



FIELD OF STOCK is dusted by plane and thinned out by hand. Workers are "pulling the doubles"—uprooting all plants with double flowers, about 70% of

the field. The double plants are sterile, produce no seed. But the seed from single flower produces mostly double flower, which is what the growers want.

THE SMART LITTLE GIRL WEARS SACYNY SEPARATES, AVAILABLE IN SIZES 3 TO 14

$$1 + 1 = 4$$

Buy 2 suits—get 4 changes!

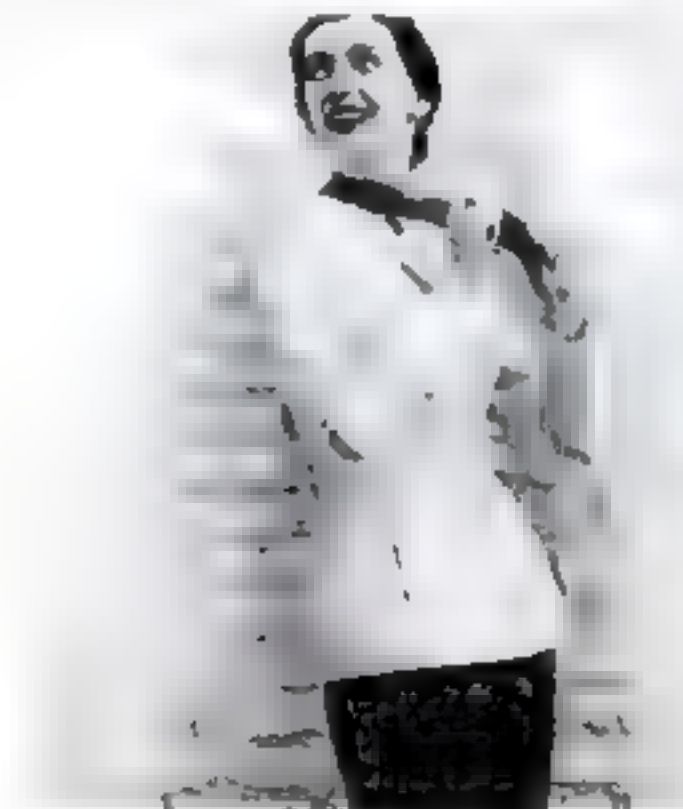


1 Start with the best in lightweight suits—Sacony! Tailored of Palm Beach, famous blend of wool and rayon that stays shapely longer, sheds wrinkles faster.



2 Double your delight—get a second suit in another new “Good-Mixer” hue. White, pastels, darks—all wonderful together.

3 Added bliss—a new look as jackets switch. Sacony blends styles, colors. The Sacony-Ciella shirt mix-or-matches too, 3.95.



4 Magic multiplication—switch skirts too—presto—four suit changes for the price of two!

Sacony suits of Palm Beach

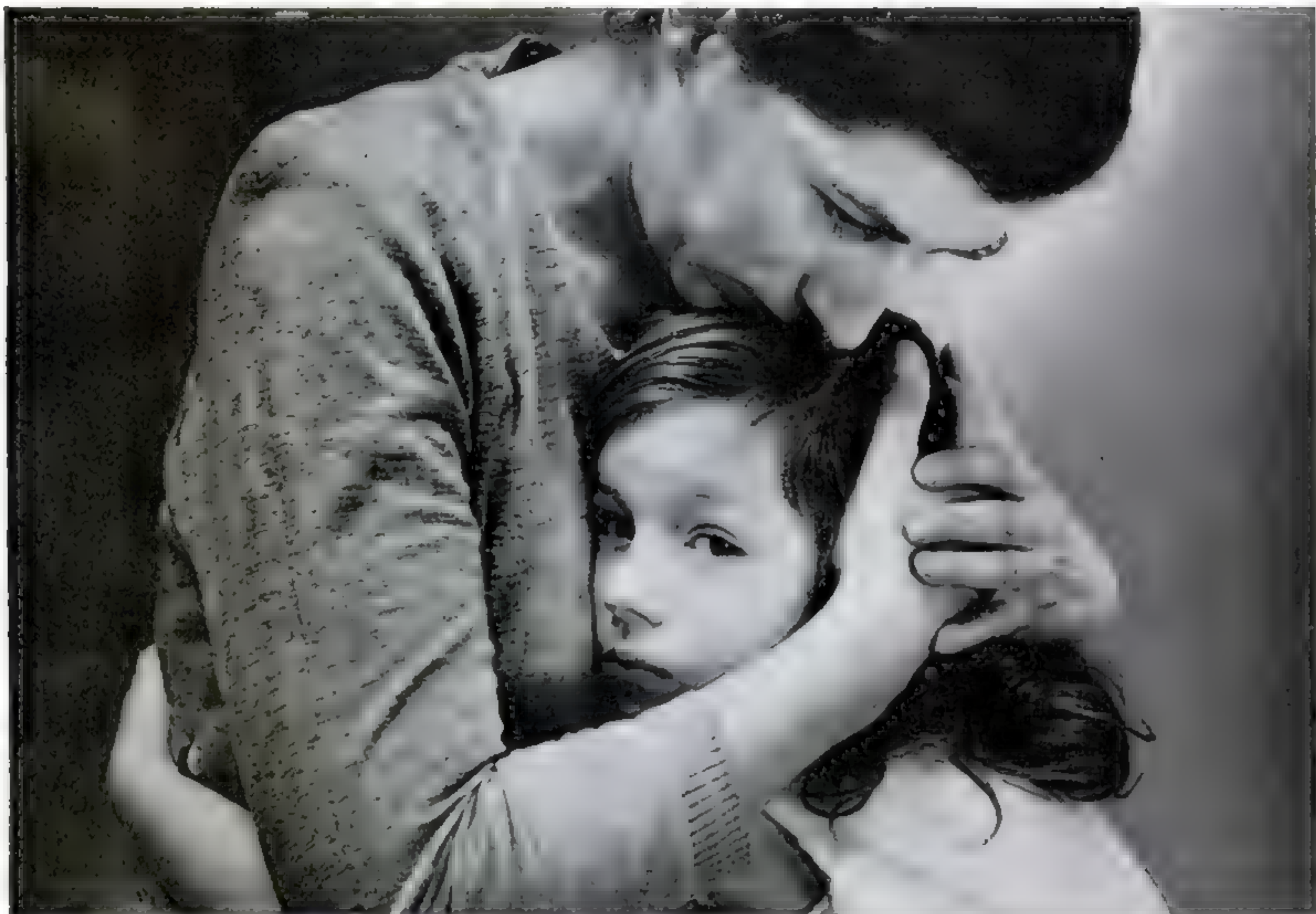
THE ONLY WOMEN'S SUITS OF PALM BEACH

Right now, in smart stores everywhere, you can see these magic-mating Sacony suits. Enjoy a try-on in your size—misses', petite, half-sizes and some juniors too. No mail orders, please. Watch your newspaper for local store advertisements. Write for FREE illustrated “Plan for Fashion, 1951” to Sacony, Dept. P-10, College Point, N. Y.



© PALM BEACH T. CO. DES. BY GOODALL-SANFORD, INC.

it's a wonderful buy! 24.50



A child—afraid of the Springtime?

Spring was made for children, like laughter and warm sun. Why should a child fear these?

You would have to live where she lives to understand. You would have to know that your home can be entered and searched night or day, your father taken off to prison for as little reason as—that he received a letter post-marked "Israel."

Yes, there is a place in the world where *that* can be a reason for persecution. This little girl lives there. She saw her father taken away three years ago.

Now he has come out of prison. And he and all the Jews of that land, which shall be nameless here, have—miraculously—been given permission to leave. Of course, most of what they possess, save the clothes they wear, will have to remain behind. No matter.

What matters is that they must leave by May 31, this year—or never leave at all. For on that fateful day the exit doors will be slammed shut. Now do you understand how a little girl can be afraid of the Springtime? Understanding, will you help wipe the fear from her heart?

Will you help her and all the other thousands who pray for the ships and planes that can take them out of danger and oppression to Israel and freedom? Will you help them—as you helped 500,000 others in the last three years—build homes and a new life there?

You can—so easily—by contributing to the United Jewish Appeal. Do it now, quickly, while there is time. Give today. Give more than ever before.

In 1951—Before Time Runs Out—the United Jewish Appeal Must:

Save 200,000 homeless Jews by bringing them to Israel from danger zones in Eastern Europe and Arab lands.

Help the people of Israel make their country a bulwark of democracy—by aiding them establish 120 new agricultural settlements; build housing units for 40,000; care for 50,000 immigrants in reception centers plus 15,000 children and 5,000 aged and handicapped.

Supply relief, care and rehabilitation assistance to 400,000 distressed Jews in Europe and Arab countries, 90,000 of them children.

Resettle in this country and in other western democracies a total of 25,000 displaced Jews from Europe.

United Jewish Appeal

on behalf of Joint Distribution Committee • United Palestine Appeal • United Service for New Americans • 165 West 46 Street, New York 19, N.Y.

TO SAVE LIVES—TO STRENGTHEN THE FREE PEOPLE OF ISRAEL—TO AID DEMOCRACY EVERYWHERE



ATOP THE EMPIRE STATE BUILDING, STIRRED BY THE ROMANTIC CITY LIGHTS, PATTY PICKS UP A BOYFRIEND

A TIDY LITTLE GOLD MINE

Formula fun in "The Moon Is Blue" brings joy to audiences and investors

Next to finding gold in your back yard, one of the pleasantest ways to get rich is to do what F. Hugh Herbert did. Write a little four-character comedy like *The Moon Is Blue*, get it produced on Broadway and rake in the royalties. Herbert's success formula, which he exploited in *Kiss and Tell* and *For Love or Money*, is to assemble a few genial characters in simple settings, let them gab harmlessly about sex, and keep seduction always in mind but always just around the proscenium. From his previous two hits Herbert collected over \$2 million, including movie rights. Today's high production costs will cut down profits on *The Moon Is Blue*, but still his weekly royalty will be about \$2,000. The show will probably sail along for two years, and

already a road company is in rehearsal. To produce *Moon* cost \$13,000, raised from 19 stockholders who are likely to reap from six to eight times their investment.

Besides making money, *The Moon Is Blue* has made a new comedienne out of Barbara Bel Geddes, playing her first nonserious Broadway role as a naively outspoken Brooklyn girl who meets a young architect atop the Empire State Building and innocently trots off to his apartment. Since the formula requires a little conflict, young love is ambushed by a charmingly amoral middle-aged Southerner acted expertly by Donald Cook. But nothing really happens in the play to choke off the flow of romance, repartee and the customers' cash into the till.

CONTINUED ON NEXT PAGE

When COCOMALT'S in



dilly-dallying is OUT!

It's like magic, the way a glass of Cocomalt 'n milk disappears! The secret is delicious, chocolaty flavor. The result is extra nourishment.



They Belong Together!

Cocomalt
... and milk



CHIGNON by Joseph Fleischer

your new hairdo
is set to stay
if you

**HOLD YOUR HAIR
THE VENIDA WAY**

Hand made of human hair, there's a Venida net for every hairdo, every hair shade, every occasion every day. Even a special CHIGNON net. A Venida hair net is an indispensable accessory — yet only YOU know you're wearing it!

Colors 20c } single or } Grey, white 25c
12 for \$2.25 } double } 12 for \$2.75
mesh

At drug and dept. stores



VENIDA
The Guaranteed
HAIR NET
rules the waves



"Wonderful"

says
Joan Blondell

How to Lose Weight and Look Lovelier

Now! Lose weight the way Nature intended you to! A quick natural way with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure!

When you take Ayds before meals, as directed, you can eat the foods you like. Ayds contains no harmful drugs... calls for no strenuous diet.

Ayds is a specially made candy containing health-giving vitamins and minerals. It acts by reducing your desire for those extra fattening calories... works almost like magic. Easily and naturally you should begin to look slimmer, more beautiful day by day.

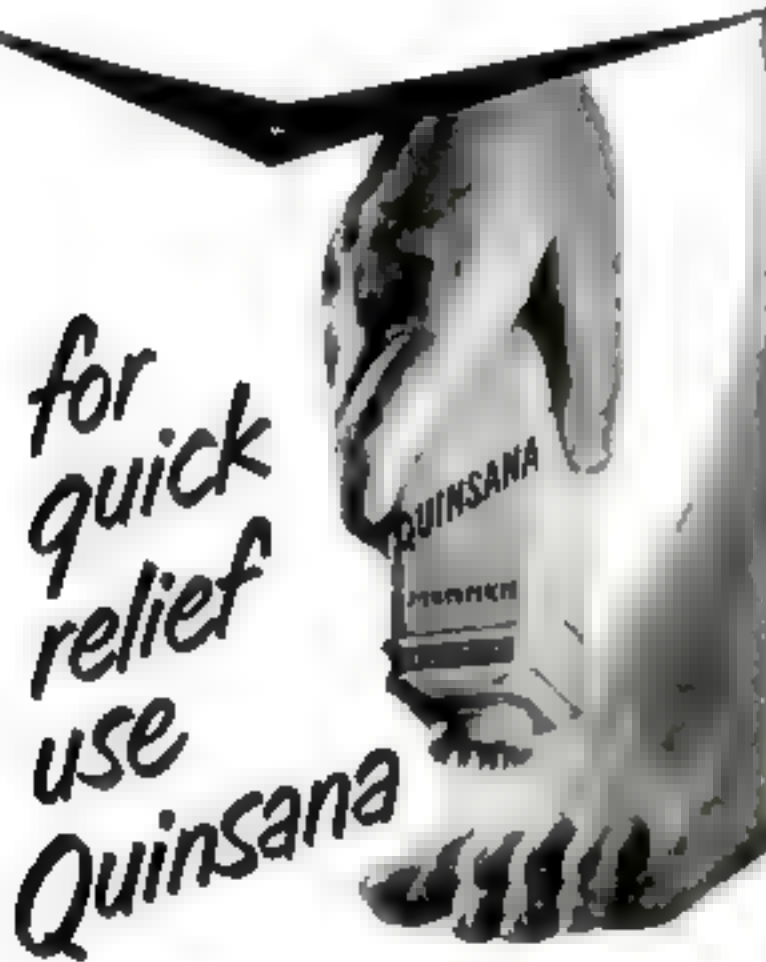
Users report losing up to 10 pounds with the first box. In fact, you must lose weight with the first box (\$2.98) or your money back.

• "Try reducing the Ayds way," says lovely screen star, Joan Blondell. "I know you will be as delighted as I am because you'll get results so easily and pleasantly. So many of my friends—movie stars here in Hollywood—are taking Ayds."



The Loveliest Women in the World take AYDS

Athletes Foot?



■ You may have Athletes Foot and not know it! At first signs of burning, itching, cracks, peeling between toes—use Quinsana.

Quinsana's fungicidal action checks Athletes Foot infection... gives soothing, cooling relief, fast! To help prevent recurrence of this painful infection, use Quinsana every day. So easy! Just shake on feet... especially between and under toes. No mess, no stains—ever!

MENNEN QUINSANA®
FOOT POWDER



5-2 Mills Bldg., Empire State Bldg., New York 3

SLUGGISH TODAY? After 35, Do This —

Use all vegetable Serutan designed especially for folks over 35. Serutan is different. Acts with Nature to give you daily regularity. Results are so pleasant, you'll be reminded of your younger days. What a wonderful feeling to be regular again! Get Serutan at your drugstore today. Money-back guarantee.



AMOROUS MENACE enters plot when a suave Southerner (Donald Cook, right) wanders into apartment of Patty's boyfriend. He charms Patty, annoys the host who arrives with armful of dinner.



VIRTUE MISJUDGED, Patty is caught giving Southerner a slightly more than platonic kiss. Her boyfriend (Barry Nelson), who had gone out and come back unexpectedly, naturally suspects the worst.



OUTRAGED FATHER, a Brooklyn cop, blusters in to protect Patty, mistakenly knocks out her boyfriend. In the end Patty convinces everyone of her innocence, the philanderer retires good-naturedly and lets true love triumph.

Compare it with any washer, at any price... *see how*

Only Thor gives you all 4



1. Hydro-Swirl washing action!
Thor's Hydro-Swirl principle of washing lets the water do the work. It swishes and swirls clothes gently but thoroughly, washes them cleaner, faster, yet safely. And proved best by test in laboratory and home!



2. Saves 27 gallons hot water!
The 1951 Thor beats the 8 other leading automatic or semi-automatic washers in economy! Saves up to 27 gallons of hot water every washday for a family of 4! Proved by test! And Thor saves soap, saves fuel costs, too.



3. Controllable washing time!
No fixed mechanical cycles! You decide how much water—how long to wash each load. Then flick the switch. Thor washes, rinses, spins clothes damp dry—in one single tub! Your hands never touch hot, soapy water!



4. Thor-way overflow rinse!
Look! Dirt and suds float up and off the top, not down through the clothes, as in ordinary washers. And the 1951 Thor has finger-tip control . . . lets you rinse (as well as wash) for as long or short a period as you like.



No Other Washer Gives You All These Washday Advantages!

Count the blessings of this marvelous 1951 Thor Spinner Washer! **1. Hydro-Swirl Washing Action!** **2. Super Saving of Hot Water!** **3. Controllable Washing Time!** **4. The Thor-Way Overflow Rinse!** What a combination! What a washer!

Today, look in the classified phone directory for the name of your nearest Thor dealer. Ask for a demonstration of the 1951 Thor Spinner Washer with Hydro-Swirl Washing Action!

And be sure to see the Thor Dryer (Electric or Gas), Thor Wringer Washer, Thor Gladiron, Thor Combination Sink. For more efficient homemaking . . . depend on Thor, leaders in home laundry appliances for over 45 years! Thor Corporation, Chicago 50, Ill.

Thor

**Spinner-washer
with Hydro-Swirl Action*

No Plumbing Installation Necessary! • No Bolting Down! • No Annoying Vibration!

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REG. U. S. PAT. OFF.

SIGNED SEALED DELICIOUS



WITH THIS
FAMOUS SIGNATURE



WITH A GOVERNMENT
BONDED STAMP



ANY WAY YOU LIKE
FINE BOURBON



Of Topmost Choice

When you take your first revealing sip of OLD TAYLOR, your search for a really choice bourbon will end right there. From then on you're sure to make OLD TAYLOR *your* topmost choice. It's that kind of bourbon!

*The Old Taylor Distillery Company,
Frankfort, Kentucky*

OLD TAYLOR*

100 PROOF



CUT-OUT FELT for jackets and coats includes (at top) sleeves, collars, square pockets; (bottom) jacket body, long coat front, facings, capes and completed bolero (on model).

Patterns for Felt

OLDEST FABRIC IS BACK IN FASHION FOR MAKING MANY-COLORED COATS

The abstract design above is composed of wool felt pieces cut from some new coat and jacket patterns (Simplicity, 25¢ each) made especially for felt sewing. The designs are another step in the return to fashion of the oldest fabric known to man. Before the first smart Egyptian set up a weaving loom, nomadic Asian tribes had figured out how to make cloth by the simple process of sleeping on wool shorn from their sheep. A few weeks of tossing and turning on the wool produced a firmly packed blanket which was "fulled," or held together, mainly by accumulations of sweat. It made fine tents and clothing. Now "fulled" by more sanitary methods with oil

and soap, wool felt in recent years has been put almost entirely to industrial use. Then clothes designers discovered that its regular matted surface took dyes more evenly than most woven wools, allowing a wide range of bright, clear colors. More than 70 shades are now available to home sewers. Though too stiff to drape, it is effective in simple shapes like last spring's circle skirts (JUNE, Feb. 6, 1950) and for lightweight wraps. The cloth, which is inexpensive, is easy to cut and requires no seam finishing or lining, thus reducing sewing time. Coats or jackets with long tight sleeves should be avoided since felt's tendency to crease forms elbow wrinkles.



Dollar for Dollar you can't beat a

Pontiac



Equipment shown is extra
illustrated subject to change without notice

A Beautiful Dream That Can Come True!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



MANDARIN COAT takes 1½ yards of felt, is cut in four long pieces like those in background, has square patch pockets, thin stand up collar. Here the coat is worn for evening with gold strap sandals, gold hoop earrings (Napier).



DOUBLE CAPE takes about three fourths of a yard, has gold hooks and eyes (25¢ a pair) instead of buttons. Like all wools, felt has gone up in price, is now about \$6.50 a yard, but is 72 inches wide compared to usual 54-inch wool width.

Greatest Advance in Home Waving Convenience

Bobbi

PIN-CURL HOME WAVE

Easiest! Quickest! Just pin curls and BOBBI...
No curlers! No blocking! No re-setting!

with BOBBI just do this—



1 Just put up your hair in pin curls. Apply bobbi creme-oil waving lotion. Bobbi conditions your hair as it waves.



2 Neutralize your pin curls 45 minutes later. No test curls. One easy timing, same directions for all, with BOBBI.



3 And have a beautiful BOBBI wave! No re-setting. Just brush out your pin curls when they are dry... and have a soft, easy-to-manage BOBBI wave.

with BOBBI skip all this—

If you can put up your hair in pin curls, you can give yourself a beautiful BOBBI Wave—all by yourself!



No plastic curlers to foul with



No card papers or rubber bands



No re-setting after neutralizing

Yes, you can give yourself this wonderful new home wave without any help. You do it with just pin curls—and BOBBI. You'll love this new BOBBI formula! It's wonderfully different... simplifies home waving amazingly. Saves you half the time.

BOBBI waving lotion has a creme-oil base. It conditions your hair while it waves. So, BOBBI leaves your hair shin-

ing with luster, tangle-free and easier to comb... wonderfully easy-to-manage. No "wrong-way curls"—no fly-away frizz.

Next time, give yourself a softer, natural-looking BOBBI HOME WAVE. So easy, so quick, so sure... Set, style, and wave your hair, all at one time! Imagine... all it takes is pin curls—and BOBBI!

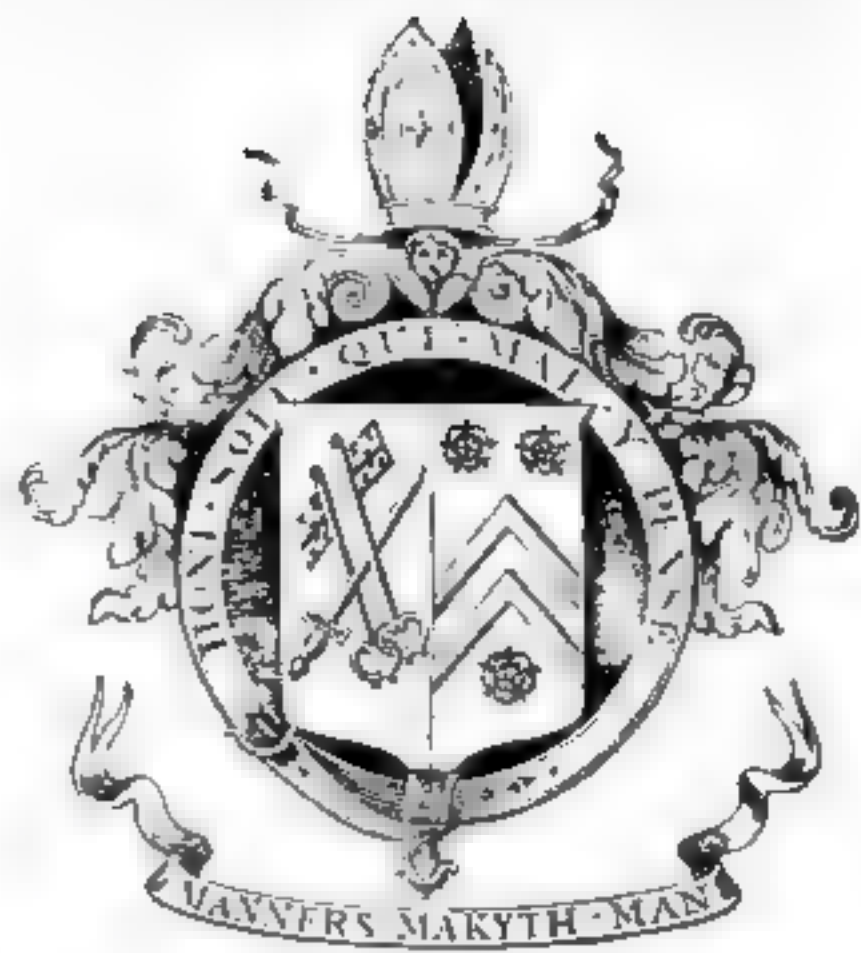
All it takes is
Pin Curls and BOBBI—
for the prettiest
home wave you ever had

\$1.25
Plus tax

At All Cosmetic Counters
Complete with 60 bobbi pins







A Great Public School

For more than five centuries Winchester has molded tough-minded English gentlemen

PHOTOGRAPHED FOR LIFE BY CORNELL CAPA

Winchester College has never envied the fame that other British public schools, like Eton and Harrow, have attained. It takes satisfaction in knowing that, having been founded in 1382, it is older than almost all other public schools and the model for most of them. Eton, founded 58 years after Winchester, drew on Winchester for four of its first five headmasters. For more than 500 years Winchester has been helping to perpetuate a breed of Englishmen whose authoritative bearing and strait-laced espousal of "fair play" have always set them aside as the public school product. To Winchester men the motto, "Manners Maketh Man," on the school coat of arms (*above*) sums it up: rugged discipline and a sound education, not noble birth, determine a man's stature.

Ever since 1394 Wykehamists—as Winchester men call themselves after Founder William of Wykeham—have occupied the same somber Gothic buildings erected by the founder. Famous Wykehamists include Sir Stafford Cripps, Historian Arnold Toynbee and the late Field Marshal Earl Wavell. Many Winchester men go into the civil service, where they are known for intellectual tough-mindedness. Though they themselves are generally Conservatives, they serve under any government. This brought a recent warning from a Tory: "Look out for Winchester men. They are the ones who might make socialism work."



TRUE WYKEHAMIST wears a straw hat
This is C.S. Guinness, of stout brewing family.

STRAW HATS swarm to Sunday chapel, older boys to main chapel (*foreground*), younger ones to a smaller building (*left*)



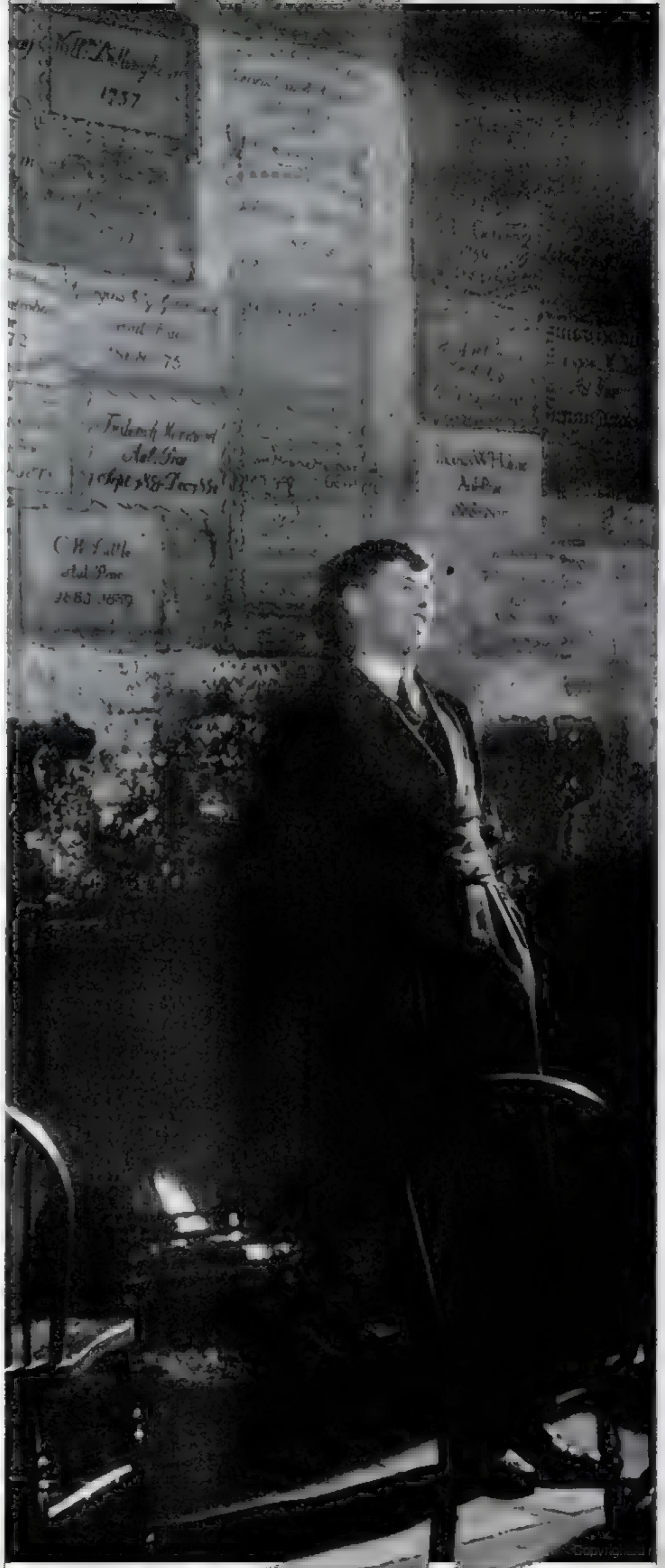
HEADMASTER Walter F. Oakeshott welcomes a returning boy. Students consider Oakeshott "frightfully good value," highest expression of admiration.

A monastic life for Pot Hunters, Little Black Men

William of Wykeham, Bishop of Winchester, founded Winchester College in 1382 largely to educate "poor and needy scholars" who could not afford private tutoring. That is why Winchester was called a "public" school. Wykeham provided for 70 scholars, 16 choristers whose voices had not changed and, to curry favor at court, for 10 noblemen's sons. Today, out of more than 500 students, there are still 70 scholars and 16 choirboys at Winchester, but the 10 extra sons of noble friends have swollen to 434 "commoners."

Up to 100 years ago study at Winchester was largely memory work—a diligent Wykehamist once memorized 26,000 lines of Latin. The curriculum has been liberalized, but school life remains rigorous. The 70 scholars still live in the original college buildings, wear medieval black gowns, pay about \$300 a year for tuition and board. Commoners, who live in newer buildings, pay upwards of \$800 a year. They go to classes with the scholars, whom they call "little black men" after their gowns. The scholars, in turn, call the commoners "pot (athletic trophy) hunters." The boys see movies twice a term at most, spend their free time playing games or putting on occasional skits burlesquing Greek plays. No one smokes, drinks or puts up pictures of pin-up girls. There are no separate rooms for the boys, who have so little privacy that when a boy gets a letter from home he sometimes goes out into a courtyard to read it.

"**AULAE PRAEFECTUS**," Prefect of Hall, is top student. As "Aulae Prae," C. V. Peterson alone may stand before this fireplace, warmest spot in college.





MORNING BATH in cold tub starts day for commoners. Technique is to grasp tub with hands, plunge in bottom first, exit quickly. Room temperature when picture was taken: 35°. Scholars can take bath at any time during the day.

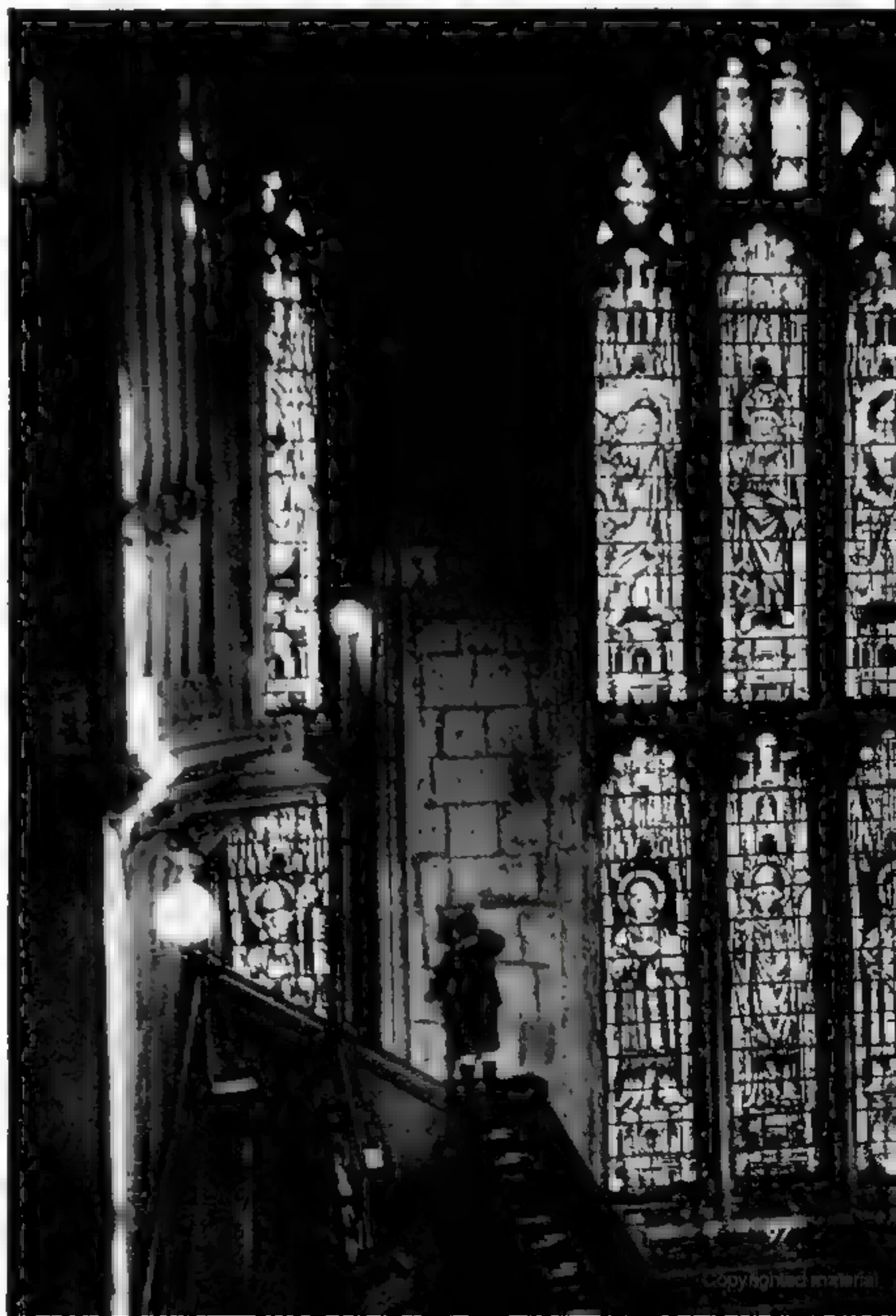
SUNDAY BEST is displayed by prefects R. E. A. James and D. R. Nutt (*below*). Only prefects may roll their umbrellas, wear flowers in lapels. Boys always use initials and last names. Only closest friends use each other's first names.



BLACK GOWNS are worn by two scholars walking with a straw-hatted commoner. Scholars are generally more studious and brighter than commoners. Their average I.Q., in fact, is equaled by only 1% of England's population.

STAINED GLASS in chapel looms above a chorister placing hymn numbers on wall. Windows are 19th Century copies of original 14th Century glass, sent out for cleaning in 1820s, replaced with new glass in error by cleaning firm.

CONTINUED ON NEXT PAGE



The juniors do their sweats

The disciplinary system at Winchester recognizes the fact that big boys will always try to boss little ones around. So it gives older students clearly defined authority over the young ones. But it also makes them responsible for what the young ones do. On entering Winchester, a junior (first-year man) finds his life thoroughly prescribed for the benefit of the prefects, who are chosen from upperclassmen. Besides doing regular "sweats," like cleaning a prefect's study area and shining his shoes, a first-year man must at all times listen for a cry of "Junior!" When he hears it he runs headlong to the shouter. The last junior to arrive has to do the prefect's chore.

In the second year chores become lighter and some boys get to supervise new juniors. In the third year boys may play ping-pong, run the phonograph and walk in hitherto restricted areas about the school courts. In their last two years (most Wykehamists stay for five years) many can expect to become a member of the hierarchy of prefects who rule the younger boys. Prefects are chosen by former prefects with the approval of the housemaster and almost everyone gets to be one sooner or later. Prefects vary in rank. The lower ones are in charge only of the men in their house. The top ones, who may have three "cads," or juniors, working for them, have authority over large areas of the school. Prefects are entrusted with giving "rockets," or minor punishments, for petty offenses, including occasional whippings for serious offenses like repeated tardiness or neglect of duties. Exercise of authority gives Wykehamists the chance to cultivate the look of disdainful confidence (*below*) which befits a public school man.

SENIOR COMMONER PREFECT JAMES GIVES JUNIOR A NOTE FOR HAND DELIVERY



MORNING SWEAT for A. J. R. Oldfield, 13, includes closing window, putting water for older boys' shaving. He goes up 30 minutes before others.



WHILE DRESSING, Oldfield has to shout the time every five minutes.



PREPARING TEA for prefects, he fulfills time-honored right of juniors to steal a tart.



WASHING UP, he dries dishes. Prefects never invite juniors to tea. Sometimes masters do.

SUNDAY TEA for prefects and their visitors is prepared by juniors. Crusts (left) may be eaten by juniors, and some tasting (right) is allowed. The menu consisted of three plates of marshmallow and chocolate biscuits, two bread loaves made into egg and tomato sandwiches and some marmalade-spread rolls (foreground) in addition to tea. This took juniors 2 1/2 hours to prepare.



WRITING GREEK VERSE for class at 1 a.m. after lights out, three older boys sit in washroom. This is "non-licit" (not allowed), but all three are prefects and so have some freedom. They have also made sure that Second Master's light is out. To stay awake they splash faces with cold water.



DEBATING in school museum, Prefect Leigh-Williams joins in discussion of whether Communist party should be banned. Said Tory Leigh-Williams, "The Labor party are a lot of mugs. Communists will never associate with mugs." This brought laughter. Vote was 82-10 against banning.



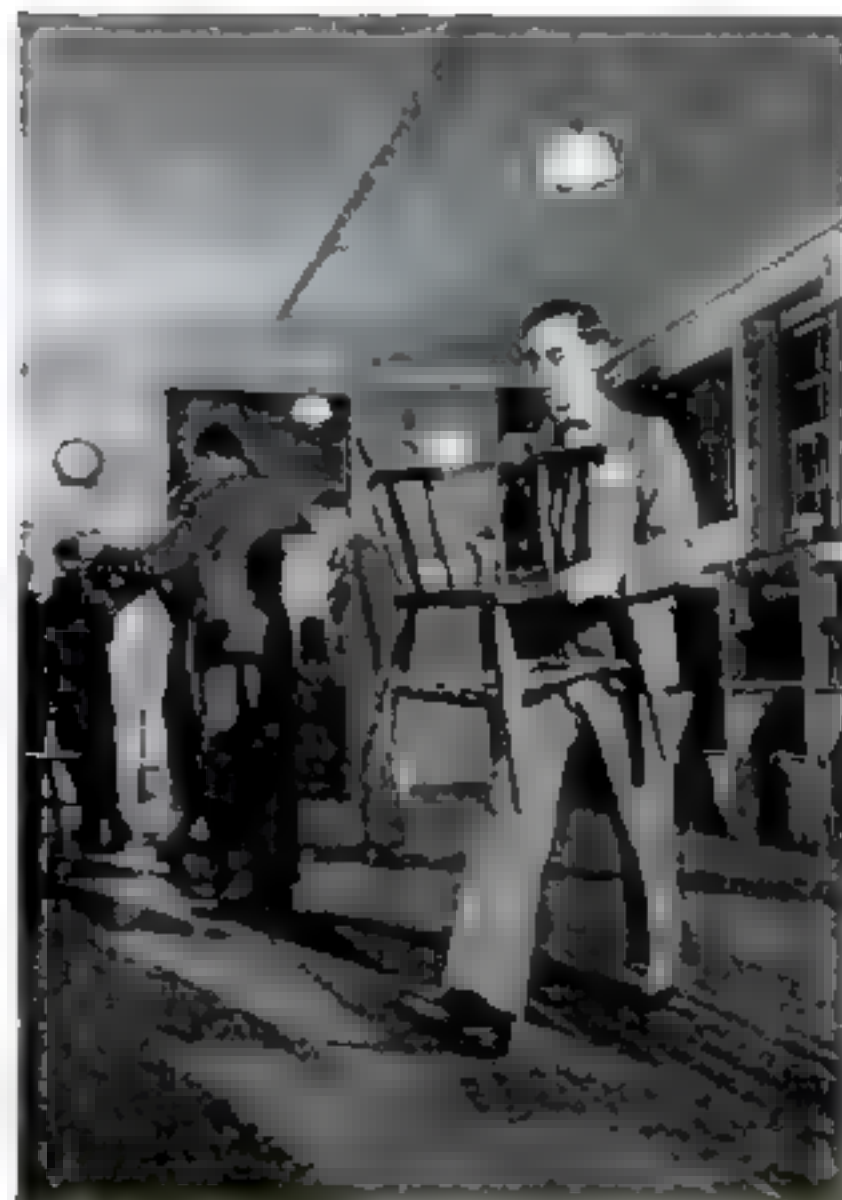
BOYS FROM 13 (FOREGROUND) TO 18 (READING)

Tougher studies
move boys faster
than in the U.S.



COME TOGETHER IN CLASS, TRANSLATING A HORACE ODE FROM THE LATIN

Boys enter Winchester at the age of 12 or 13, usually having studied under tutors or at prep schools. They take the toughest entrance exams given by any British public school and must know Latin. This is hard on poor boys since England's free schools do not start Latin that early. Midway through Winchester, boys elect to concentrate on 1) the classics, 2) science or 3) modern languages and history. By the time they take examinations for a university, they are scholastically two years ahead of the best American prep schools like Exeter or Andover. Classics men can read Plato on sight. Science men are well founded in thermodynamics. Language students are reading Mann and Sartre in the original German or French.



DANCING CLASS for four- and five-year men takes place in a house hall under a teacher from Winchester town. Most of the boys invite their sisters to the school's one dance each year. They are not permitted to visit St. Swithun's, a girls' school only half a mile away.



CLASSICS DON (teacher) Gerald Campbell Wyndham Dicker, himself a Wykehamist, listens while 14-year-olds translate Pliny's "A Rude Interruption To a Poet's Reading." Winchester has one don for every 10 students. A third of the dons are Wykehamists.



TALKING OVER STUDIES, W. J. Albery is complimented by housemaster for high marks. Highest praise at school, as everywhere in England, is "Well done!"



SCHOLAR P. O'B. HARRIS RESTS BETWEEN ROUNDS IN MATCH WITH ANOTHER SCHOOL. HARRIS WON

Winchester CONTINUED



SUBSTITUTES wait game. Take handkerchiefs, sign time left to play. Scarves go to team members.

Games are played in rugged earnest

Sports have always been played at Winchester, even though William of Wykeham had to pass ordinances against the kicking about of balls filled with wynnle in chapel. Until the past century most of the games involved rallying of smaller boys, but they have now become organized and have taken on a fiercely rugged earnestness. In Winchester's own football (*the foot*) there are no time-outs and no substitutes except for bad injuries. No one is allowed to feel sorry for himself or anyone else. This emphasis on character building in sports is the mold of the British public school boy and inspired British Novelist E. M. Forster's classic definition of them: "They go forth into the world, with well-developed bodies, fairly developed minds and undeveloped hearts. An undeveloped heart is not a cold one. The difference is important."

WINCHESTER'S OWN BRAND OF FOOTBALL STARTS WITH "HOT," IN WHICH TEAMS TRY TO PUSH EACH OTHER BACK, KICK BALL TO "HOT WATCHERS" NEARBY





A grimly determined military look
is managed at the weekly cadet drill
by 14-year-old R. N. B. A. Hankey

HERE'S HOW YOU CAN KEEP



WORLD'S FIRST BLOWOUT-SAFE PUNCTURE-PROOF, TUBELESS TIRE

*Safety-Proved on the Speedway for
Your-Protection on the Highway*

by Wilbur Shaw

Here is a tire so completely safe that it marks the beginning of a new era in highway safety. Firestone is cooperating with the Government in conserving critical materials, so production of this new tire is limited. But, when the present national emergency ends, you will be able to equip your car with the world's first blowout-safe, puncture-proof, tubeless tire, the ultimate in tire safety, strength, economy and mileage.

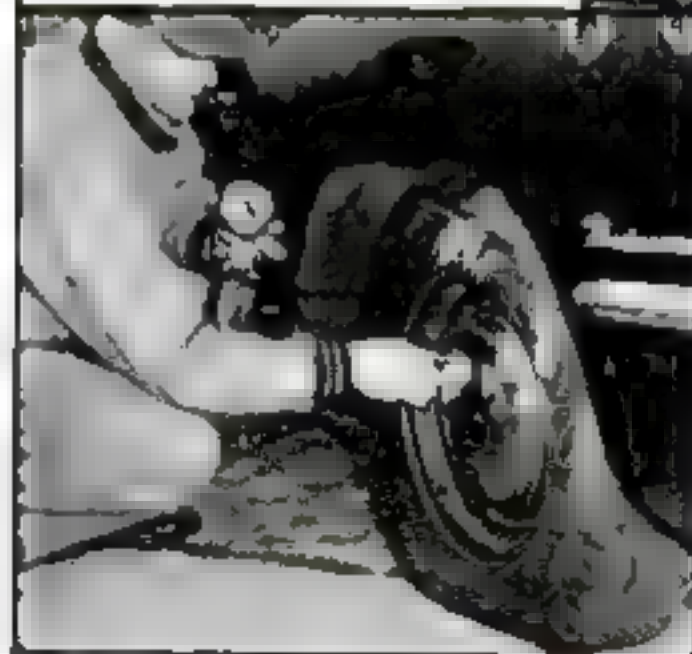


This new tire was tested thoroughly in all kinds of service, on all types of roads throughout the country for a long time. Then, Wilbur Shaw, three-time winner of the 500-mile Indianapolis Race and now president of the Indianapolis Speedway, tested it personally on the famous race track.

The tire was purposely damaged before the test so it would blow out. The damaged tire blew out while Wilbur Shaw was traveling 80 miles an hour. There was no sudden swerve, no dangerous tug at the steering wheel and he continued around the track at high speeds, then made a normal stop.



When the car came to a stop after the blowout, the bulk of the air was still contained by an inner diaphragm made of two plies of tire cord and equipped with a safety valve . . . dramatic proof that this new tire is the safest, strongest tire ever built. The tire was also run over sharp spikes to show how it seals punctures.



*Listen to the Voice of Firestone on radio or
television every Monday evening over NBC*

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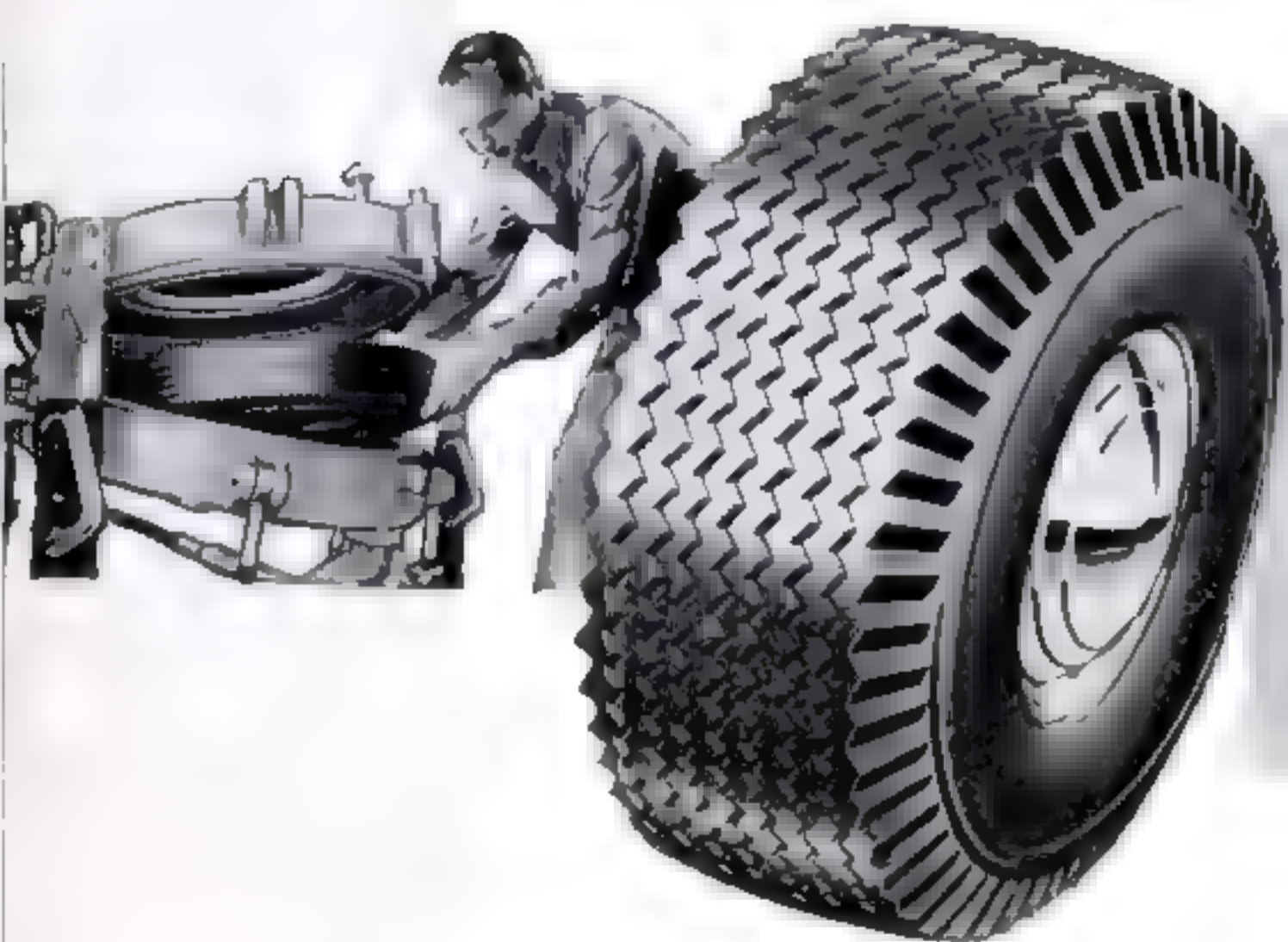
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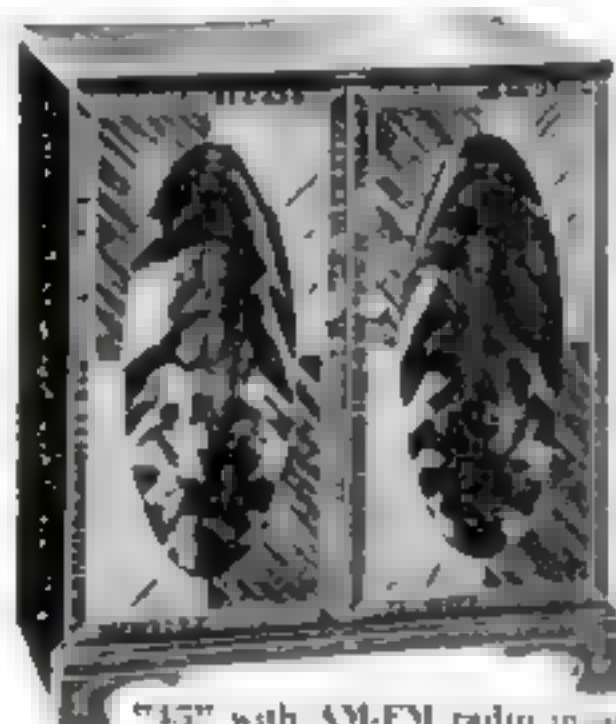

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A DOUBLE-CROSTIC, THE INTELLECTUALS' CROSSWORD PUZZLE, NEVER FAZES JUDY HOLLIDAY

Judy Holliday

"BORN YESTERDAY'S" NOT SO DUMB BLONDE PREFERS SLACKS TO MINK, LIKES PROUST, HATES HOLLYWOOD, HOPES SOMEDAY TO PLAY OPHELIA

BY WINTHROP SARGEANT

THE moral is, of course, that dumb blondes are not as dumb as some folks think they are. This has been illustrated by the literary mind in countless classic examples, ranging from Goethe's Gretchen in *Faust* to Anita Loos's Lorelei Lee in *Gentlemen Prefer Blondes*. Dark-haired humanity, particularly the female of the species, may disagree, but it is one of the deepest-rooted of literary and dramatic traditions that some mysterious wisdom is apt to be found lurking beneath the combination of a yellow thatch and a baby-eyed stare. The latest celebration of this tradition began five years ago when an obscure nightclub entertainer with a floozie's walk, an asparagus tip hairdo, the voice of a truculent Brooklyn urchin and the

deceptively innocent eyes of a predatory kitten made a hit of a play called *Born Yesterday*. The play ran for nearly four years.

Since then *Born Yesterday* has become a movie, and Judy Holliday's performance as Billie Dawn has been immortalized on film, making her America's favorite female dimwit of the day. As an example of the theatrical success story Judy Holliday's rise to fame has been sensational. The New York film critics last month nominated her, along with the veterans Bette Davis and Gloria Swanson, as best actress of the year.

Meanwhile her portrayal of Billie Dawn has become one of the archetypes of our national folklore. Two weeks ago, when Virginia Hill Hauser, voluptuous girl friend of the late

"Bugsy" Siegel, stepped before the television cameras and stole the show from the rest of Senator Kefauver's crime committee hearing in New York, the same thought occurred in the minds of thousands: "Why, she talks and acts exactly like Judy Holliday!"

Actually Judy Holliday herself doesn't act like the Judy Holliday the television audience was thinking of. She is far from dumb; she is only intermittently blond; her conversation doesn't sound like dialog by Garson Kanin, the author of *Born Yesterday*.

Miss Holliday is a big (5 foot 7) girl with a shy, quiet manner and a perennially troubled expression only partly relieved by a purposeful smile. She looks a little like the wistful, buxom women in Renoir's paintings. Her

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A HOLLIDAY INVENTION, a panel with slit pockets which is suspended from a coat hanger (left), provides a filing system for long-playing records. Costume is unusually dressy for her. At home she is happiest in shirt and slacks.

JUDY HOLLIDAY CONTINUED

few points of resemblance to Billie Dawn are a faraway look, a slight New York drawl and a streak of iron stubbornness. The discrepancy would indicate that Judy Holliday is quite a remarkable actress, but she doesn't do any acting off stage.

She refuses to live in Hollywood and will only go there to make one picture a year. She treats her coal man with as much courtesy as her producer. Recently she refused remunerative offers from Bob Hope and Edgar Bergen to appear on their West Coast radio programs. She associates only with a few old and trusted friends whom she knew long before her present career started. She loves cooking and does her shopping in New York's Greenwich Village, where she goes about impenetrably disguised as a housewife, wearing a coat and hood that protects her against recognition. She lives in an ancient, rather dark walk-up apartment filled with old furniture, a battered grand piano and a varied collection of antiques which she spends much time sandpapering and polishing.

When Miss Holliday speaks of her career, she talks as if it were happening to somebody else. "It's so unreal," she complains. Her dissociation from her career verges on the schizophrenic: one Judy Holliday is riding a rocket, it seems, and another Judy stands firmly on the ground, watching the performance, sometimes incredulously and sometimes with outright hostility.

Miss Holliday spends a good deal of her spare time reading authors like Stendhal and Proust and thinking up inventions. One of her inventions, a special rack for storing long-playing phonograph records, is now being tested for commercial production. Another is still in the experimental stage. It is an edible teaspoon to reduce the drudgery of dishwashing. She has experimented with Bisquick as a possible raw material for edible teaspoons, but is not completely satisfied with the result.

This pointed and industrious neglect of the showier aspects of show business might lead a hasty observer to conclude that Miss Holliday simply is not interested in her career. If that career consisted in going about as a real-life incarnation of Billie Dawn, she certainly would not be. She is ready to scream every time some enthusiastic fan whacks her across the shoulders and exclaims, "That voice! It slays me! Let's hear you say something!"

"And the funny part of it is," she observes, "that it's always some bum whose own voice sounds like Mortimer Snerd's."

The thing that bothers her most about her acting career is that it seems to involve so little acting. She is horrified by the danger of being typed for dumb-blond roles. She would like to play Ophelia, and very likely she could do a more than competent job of it. Her qualifications as an actress impress many of her fellow professionals, and critics have discerned in her famous dumb-blond act the emotional scope and versatility of a top-grade woman of the stage. She seems to know instinctively the right inflection for a line, how to put meaning into the most economical gesture, when to pause,

CONTINUED ON PAGE 111



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FATHER Abraham Tuvim, shown with 1 1/4-year-old Judy in a Billie Dawn haircut, has worked most of his life as a fund raiser for Jewish organizations.

JUDY HOLLIDAY CONTINUED

when to throw a line away. With all of this she has endowed her roles with a heart-warming human quality that often has her audience almost as close to tears as to laughter.

Jack Benny, the veteran vaudevillian who is a past master of the tricks of his trade, once sat with trancelike concentration through an entire performance of the play *Born Yesterday*, gravely studying Judy Holliday's mastery of the comic technique. He was so fascinated he forgot to laugh. Later he attended a second performance for the purpose of enjoying the play.

Where does her dramatic gift come from? Miss Holliday is inclined to attribute it in part to a wonderful mongrel dog she once had named Life. She explains solemnly that Billie Dawn's distinguishing characteristics—the trusting manner, the combination of animal intelligence and ignorance, the attitude of the head, the baby-eyed look—she learned by studying Life as he rested his head on her knee. "In repose," she says, "my face looks as though I had gone through a terrible deal in the last five minutes. I have to disguise the expression and get a glassy-eyed look. That's something I learned from my dog."

She obviously learned a good deal also from the years she spent as a nightclub entertainer, putting comedy lines over to

oblivious patrons who had come mainly to drink and converse. "They weren't interested in entertainment," she says. "They were tough. I learned one trick, which was to be quieter than they were until they *had* to look at you. It took a lot of aggressiveness." Later, when she stepped onto the legitimate stage for the first time, she

CONTINUED ON NEXT PAGE



AS MASCOT for Jewish soccer team in 1925, Judy was admired by Philanthropist Nathan Straus, Anna Rosenberg, now Assistant Secretary of Defense.

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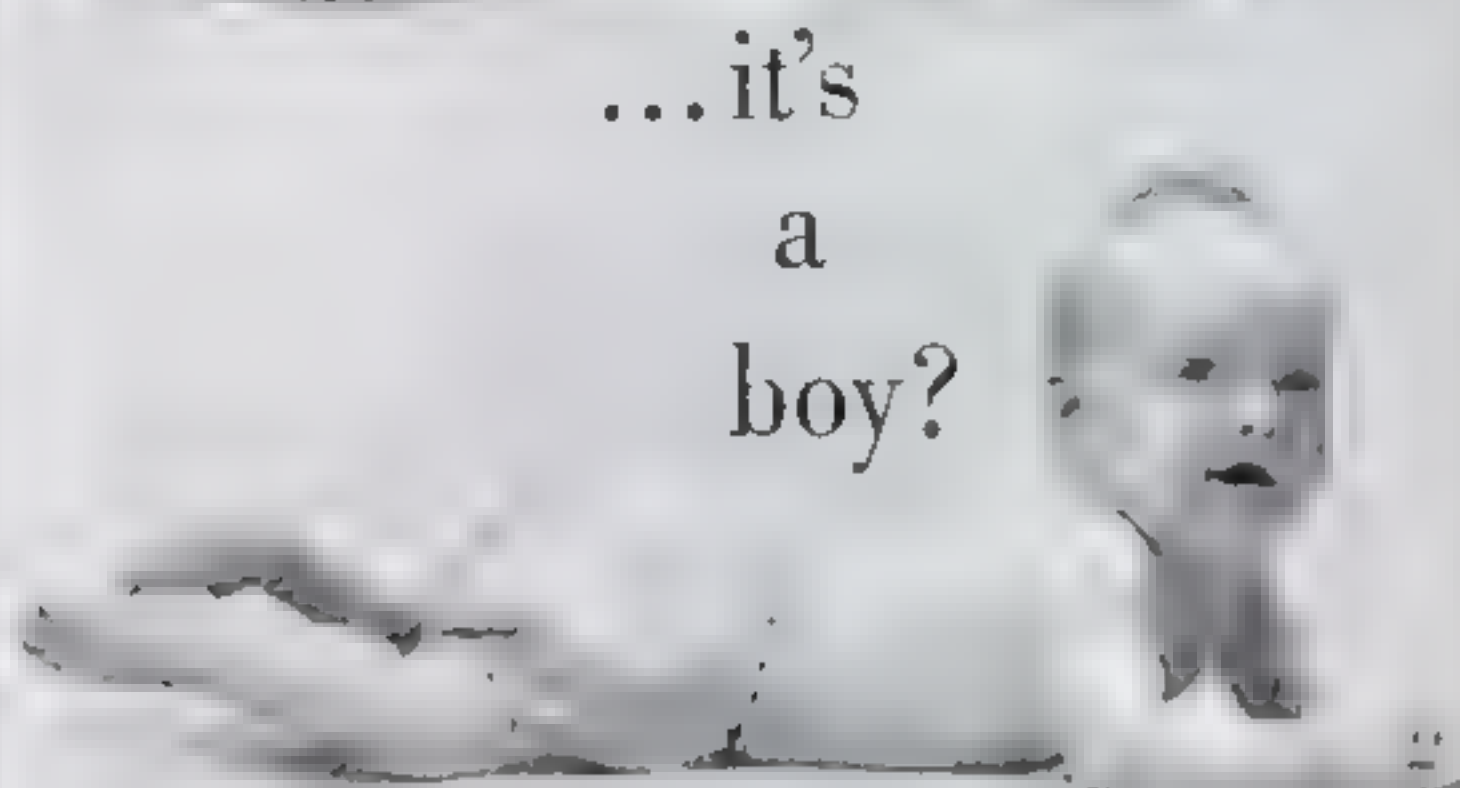
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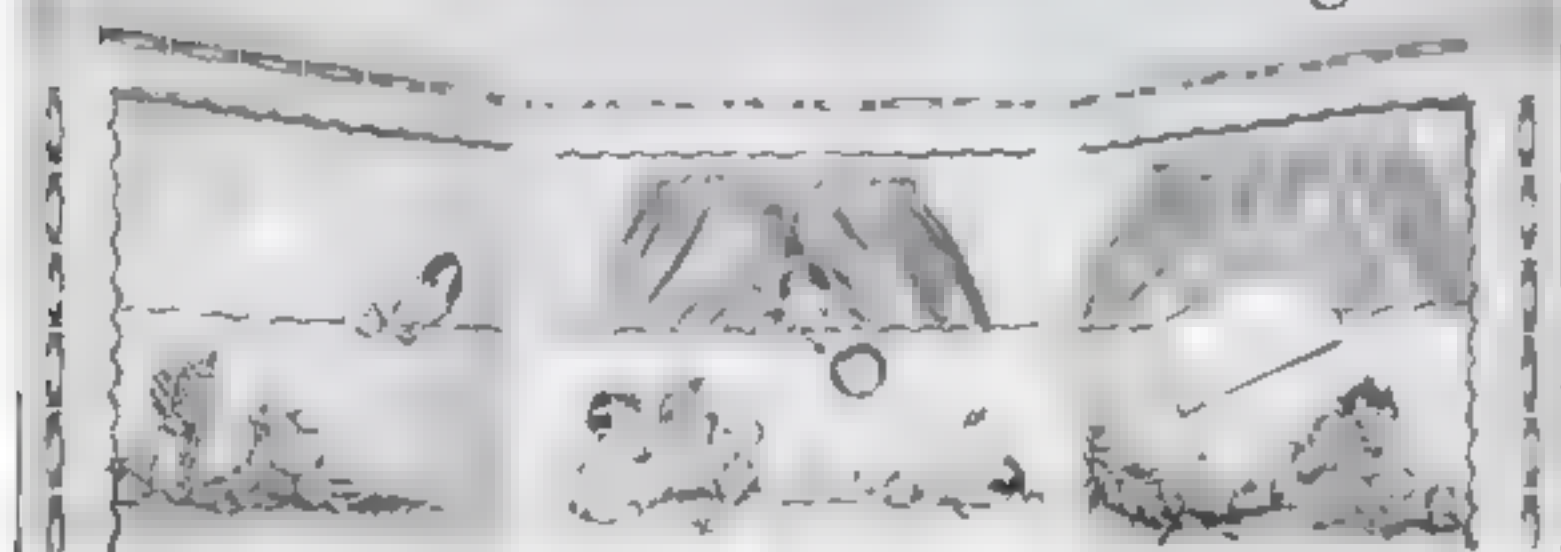


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"THE BARONESS BAZOOKA," burlesque on comic operettas, was a popular skit by Revuers with whom Judy Holliday spent her theatrical apprenticeship. From left: Miss Holliday, Alvin Hammer, Adolph Green, Betty Comden.

JUDY HOLLIDAY CONTINUED

was amazed by the audience's respectful silence. "My God," she says reminiscently, "they were all quiet and paying attention. It was like lifting a feather after struggling with the 500-pound dumbbell."

Judy Holliday's theatrical career started practically in the cradle. She was born in the New York Lying-in Hospital, where her mother, a hard-working piano teacher, had gone directly from a theater where she was watching Fanny Brice perform. Her birth certificate gives her name as Judith Tuvim, daughter of Abraham and Helen Tuvim. (A rather free translation of the family name, which is part of a Hebrew expression meaning "holiday," ultimately provided her present stage name.)

Even as a tot she was occupied with the problem of diction, and would gravely traipse about the family apartment repeating the words "lovely lady" in order to perfect her *ls*. Struck by her love of dancing, her mother trotted her off at the age of 4 to a ballet school, where she stood beside the horizontal bar and earnestly practiced kicks.

Her intellectual mentor was an uncle named Joseph Gollomb, a writer whose published works include crime stories, an autobiographical novel and a biography of Albert Schweitzer. Uncle Joe used to try to entertain her by promising to make a rhyme for any word she could think up. Judy often outwitted him by thinking up words like "anxious" and "orange."

When Judy was 6 her father, a handsome promoter and fund raiser, left home (he has since kept up an admiring relationship with his daughter). She and her mother moved to a small apartment in Long Island City, where they fattened the family finances by taking in an occasional roomer. Judy was an only child, and under Uncle Joe's influence she became what she describes as "one of those precocious, obnoxious children who read *War and Peace*, Schnitzler and Molière while my friends were going in for *The Bobbsey Twins*." She revealed a somewhat frightening I.Q. of 172, became editor of the *Sunnyside Spirit* at P.S. 150, and in 1933 wrote an extended and uplifting prizewinning essay on "How to Keep the Streets, Parks and Playgrounds of Our City Clean and Wholesome." She also wrote plays at school and acted in them, usually cast in the role of a mother because of her size.

In one of her school plays, called *The Tuckers' Christmas*, she played a scene in which, at the line "Come here, my children," four or five other moppets rushed into her arms. The other children were nearly as big as Judy, and the ensuing onrush of familial affection knocked her over. Judy, however, was undaunted. She picked herself up, caught her breath and continued her lines where she had left off.

After high school Judy Holliday made an unsuccessful attempt to get into Yale Drama School and then worked at Orson Welles's Mercury Theater. The closest she got to the footlights was a job (without pay) at the backstage telephone switchboard. Later she joined a little group of actors putting on farces at summer hotels in the eastern seaboard borscht circuit.

One day in 1938, with a young actor named Adolph Green, she

CONTINUED ON PAGE 111



OLD SLAG PILES HELP MAKE STEEL FOR JETS

New ideas and hard work are pushing up America's steel production at the fastest rate in history. Steel mills have big appetites... This page tells some interesting things about what is being done to feed them.

1 SUPERHOT: This man uses a micrometer to get the blades of this impeller for a turbo-jet plane just right. It must stay true in an inferno of blazing gases. Enormous quantities of the toughest alloy steels are needed for defense. See picture #2 for new source of scarce alloying metal.

2 READ THIS PICTURE BACKWARDS: Years ago this stream of molten waste was poured on a slag pile. Today, slag is being re-processed to recover the small amounts of scarce alloying metals that make steel tough enough for tanks, planes and guns.



3 WET-WASH FOR FUEL: Over 600,000 Americans, working for more than 200 steel companies, are in a competitive race to produce more steel. That results in new ideas, new methods. This plant cleans coal so that furnaces can step up production by hundreds of tons per day.



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If you want more facts on the growth of American steel production, write for reprints from *Steelways* magazine titled, "Metallurgy Bucks A Heat Wave", "Mn and the Iron Curtain", and "Coal Comes Clean", American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y.



dropped into a Greenwich Village basement hangout for a sandwich and a cup of coffee. They got into conversation with its proprietor, Max Gordon, who now also runs the posh Blue Angel nightclub in midtown Manhattan. Gordon's joint, hopefully named the Village Vanguard, couldn't afford a liquor license and was hard up for entertainment. Miss Holliday suggested that she and her fellow borsht-circuit actors could put on a performance a week in exchange for the privilege of using the place for rehearsals. Gordon agreed, and "The Revuers" were launched. (Green was one of the members of the troupe; with Betty Comden as collaborator, he has since become a writer of several hit musicals.) Their first skit at the Village Vanguard was "The Subway Show." They chose it because they could play it in their overcoats—the Village Vanguard had no heat.

By dint of late hours, hard work and a gift for humor, the Revuers attracted a frantically faithful following. Soon the Vanguard was paying the group \$250 a week, and could afford a liquor license too.

Miss Holliday now looks back on her days with the Revuers as the high point of her theatrical career. They worked practically around the clock putting on three shows a night, writing new sketches in the afternoons and spending their off-duty moments munching sandwiches and discussing ideas in Lindy's restaurant on Broadway. Their skits were sophisticated little satirical revues, burlesquing well-known theatrical personalities and taking pokes at the cornier aspects of Broadway show business. One was a mock documentary on the life of a man who invented a shoehorn; others burlesqued a Joan Crawford Fan Club and a romantic musical of the lush kind produced by the Shuberts. One of their most successful songs was a ditty entitled *If I Were I and You Were You, What a Wonderful World This Would Be*.

Judy Holliday approached her work as a nightclub performer with a trepidation that has never left her. "Listen," she says emphatically today, "I hated the whole idea of being an actress. I used to throw up before every performance and cry afterward." Her friends weren't very encouraging either. "Honey, you're so pretty," they would comment. "Why don't you scam out of this and get married?"

Left on the cutting-room floor

AFTER the Vanguard the Revuers moved on to such supper clubs as Spivy's Roof, the Blue Angel and the Rainbow Room in New York, finally wound up at the Trocadero in Hollywood, where they hoped some movie mogul would notice them and put them into pictures. The movie moguls didn't jump to sign up the troupe, but they did notice Judy Holliday. Repeatedly they offered her contracts, but she refused. She would not go into pictures unless her friends of the Revuers went along with her. Hollywood had to take all or nothing. Finally Fox did sign up the whole troupe, put their skits in a picture called *Greenwich Village*, and then left them on the cutting-room floor.

Miss Holliday had signed a seven-year contract. True to the strange tradition of Hollywood, Fox made little use of her after sweating to get her signature. She got two small parts. In *Winged Victory*, she recalls ruefully, "I played a Brooklyn pilot's wife, but the way they made me up I looked like his mother." Then she was given a part in *Something for the Boys*. "They told me they needed a comedienne to read one line; they wanted somebody who could read it fast. I said it was too small a part—just one line. They said, 'But it's a long line.' I said, 'Yes, but if I read it fast—' They said, 'But think how you'll look in Technicolor!' I was a welder and I wore overalls, a helmet, goggles—which left about one third of my face uncovered. I argued with them and I was finally able to push my goggles back to say the line. It was: 'I knew a girl once named Marie who had carborundum in her teeth and she turned into a radio receiving set.'" After that Fox released her and she left Hollywood.

Back in New York, she got into the cast of a play called *Kiss Them for Me*, playing the role of a prostitute. "It was the most moronic part I ever played," she says, but it won her the Clarence Derwent Award of \$500 for best supporting actress of the year. She still didn't feel like a real actress: "I thought it was just a fluke. I thought they'd find me out some day." For six months thereafter she was unemployed, living in a furnished room with her mother on the \$500 award money.

Then came a gigantic stroke of luck. Illness took Jean Arthur out of the starring role of *Born Yesterday* three days before the Philadelphia opening. Stuck with a theater, a play and a cast but no star, Max Gordon, the producer (no relation to the Village Vanguard's Gordon), decided to take a chance on a virtually unknown actress, mainly because an established star would have insisted on extra



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IN "BORN YESTERDAY" one of the funniest scenes showed Billie Dawn tackling the tough problem of learning how to read a newspaper under the tutelage of a reporter with whom she falls in love. In the stage version (left) Judy Holliday wore her long-sleeved "student's" costume and horn rims. But Hollywood, missing no chance to sex it up, put her in lingerie in a luxurious bed (right), to the momentary confusion of the reporter (William Holden).

JUDY HOLLIDAY CONTINUED

rehearsals and indefinite postponement. He picked Miss Holliday to pinch-hit, rushed her to Philadelphia without a tryout, dressed her up in Jean Arthur's wardrobe, which didn't fit very well, and put her into rehearsals. On a diet of benzedrine and coffee she learned the part in three days.

A few weeks later, after the New York opening, Gordon was able to congratulate himself on one of the most spectacular surprise hits Broadway had seen in many years.

On opening night, after the performance, Judy Holliday decided to celebrate. She donned herself an orchid and went with a girl friend to the Stork Club. But the man beside the rope did not know them and refused to admit them without a male escort. "Now," her mother says proudly, "Judy can take her dog to the Stork Club."

Late in the long run of *Born Yesterday*, Miss Holliday got released from the cast to go to Hollywood for a part in the movie *Adam's Rib* with Spencer Tracy and Katharine Hepburn. It turned out to be one of the brightest spots of the picture. But it failed to convince Harry Cohn, head man of Columbia Pictures, that she was the right choice for the movie version of *Born Yesterday* to which he had acquired the rights. Cohn wanted "somebody glamorous," had toyed with the idea of using Rita Hayworth and had tried out everybody from June Havoc to Marie MacDonald.

Miss Holliday was miserable. "I kept thinking," she says, "that in 30 years I'd be taking my grandchildren to the Museum of Modern Art, and would see Rita Hayworth or Lucille Ball in my role. It would be pretty hard to take."

Finally, pushed by Author Garson Kanin and Director George Cukor, Cohn relented and agreed to give her a tryout. Again she got a seven-year contract. These days Cohn claims blandly that he had her in mind all along.

Hollywood's reaction to Judy Holliday was a mixture of admiration and incredulity. "Let me tell you what is unique about this girl," George Cukor said in a recent interview. "She saves all her acting for the stage. She has no phony personality. Do you know she is very intelligent? She does the double-acrostics in the *Saturday Review of Literature*—without a dictionary!" "People improve," admits Producer Darryl Zanuck, who let Miss Holliday slip from his fingers as a starlet at Fox. "Judy has improved a great deal. She's come along."

To the prop men, lighting crew, extras, hairdressers and wardrobe people on the Columbia lot she was an enigma. She refused to take part in any of the social whoop-de-doo of Hollywood, dressed most of the time in slacks, lived with the utmost economy, refused to cooperate with publicity people, made a number of deeply shocked comments on the Hollywood divorce rate and was frequently seen rushing through her hotel corridor with her head unceremoniously wrapped in a Turkish towel. She was at pains to explain to nearly everybody that she disliked the place and was waiting impatiently to get back to New York.

One technician who has happy memories of her in Hollywood is Jean Louis, head dress designer at Columbia. "But I tell you she is a miracle," Louis has exclaimed. "When she first comes to me I

CONTINUED ON PAGE 113

Don't Forget That Children Too

Like the *Right* Hot Drink at Breakfast!



A Nourishing Hot Drink Like Ovaltine in the Morning Acts As a "Spark Plug" for the day!

We parents aren't the *only* ones who like a good hot drink to start us off in the morning. Our children, too, can enjoy, and benefit from, a hot drink at breakfast that's really *right* for them.

Chocolate Flavored Ovaltine mixed with hot milk as directed is the *right* kind of hot drink for your child.

Authorities say that a good breakfast every morning can change a child's whole outlook on life and something hot is almost a "must" in a really good breakfast. Ovaltine is *right* three ways as a hot breakfast drink for children!

First, Ovaltine mixed with milk supplies essential vitamins, proteins and minerals that children *must* have for good growth and robust health. It is a rich supplementary food that fills in the gaps and chinks that may occur in children's breakfasts, even in the best of homes.

Second, its soothing, comforting warmth helps to put little folks at ease to enjoy and digest their breakfasts.

Third, Ovaltine itself is quickly and easily digested, starts giving out its bracing food-energy by the time children reach the schoolroom.

So, to insure a more adequate breakfast for your child, serve Hot Ovaltine along with the rest of his breakfast—as an addition to, not a substitute for, the foods he regularly eats. Start in tomorrow! Let your child enjoy delicious *hot* Chocolate Flavored Ovaltine at breakfast every morning.

Hot Ovaltine Takes No Extra Time!

While Your Coffee Brews, Fix a Hot Drink for Them!

"Eat a good breakfast to start a good day," says the U. S. Bureau of Human Nutrition, and it adds, "Something hot is cheering, and tones up the whole digestive route." Hot Chocolate Flavored Ovaltine is the *right* kind of hot drink for children's breakfasts. It supplies food essentials that every child

should have to start the day right after the long foodless night. And it's so *delicious*, it helps make breakfast a real joy for your child! *Hot Ovaltine takes no extra time*. While you wait for your morning coffee, just stir three teaspoonfuls of Ovaltine into a cup of hot milk and it's ready to serve!

Breakfast Considered Day's Most Important Meal, the Year 'Round!

Nutrition experts more and more are coming to recognize that breakfast may well be the most important meal of the day.

They say, for example, that children *should* get from a fourth to a third of their daily food requirements at breakfast time.

And it is known, too, that children need two or three times as much of certain vital food elements, in proportion to their size and weight, as we adults do.

Scientific findings make it plain that there is a real need among children for better breakfasts the year 'round. This need exists for many children whose parents least suspect it.

HOW OVALTINE SUPPLEMENTS MILK

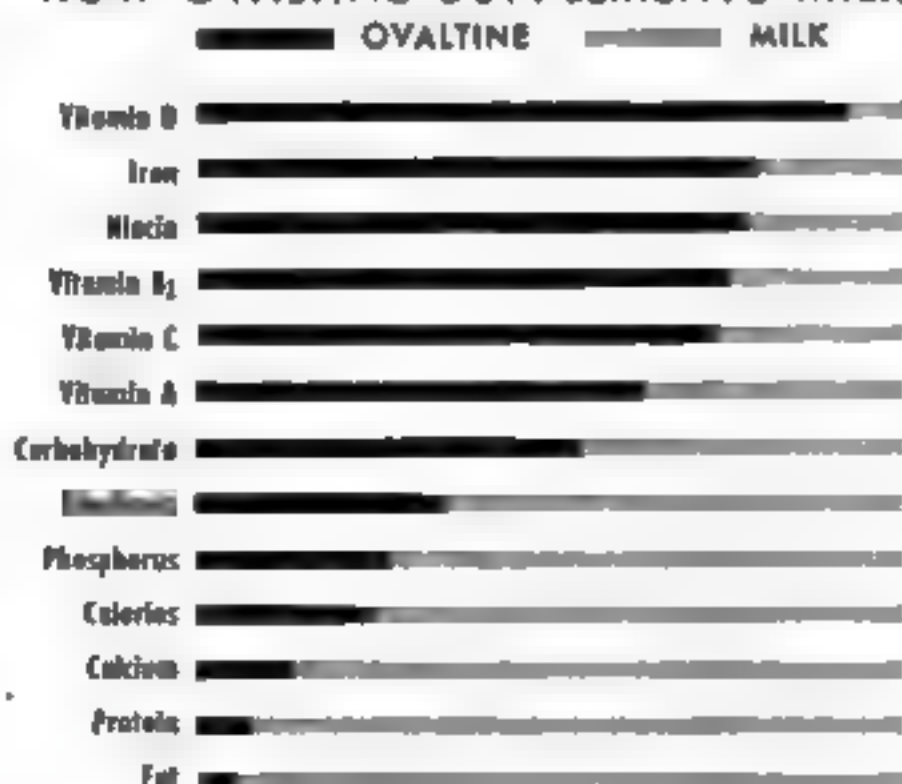


Chart shows proportions of total food essentials furnished by the Ovaltine and by the plain milk in a serving of Ovaltine beverage. Notice how Ovaltine is richest in the essentials in which milk is low and which children need in liberal amounts.

Mid-Morning Fatigue Affects School Work!



If your child acts dull and listless in the middle of the morning, look first to his breakfast! Surveys indicate a shockingly large number of children fail to eat enough breakfast. Authorities say children cannot readily make up for it at other meals without over-eating.

An inadequate breakfast can cause poor concentration, lack of alertness, lower grades. A good breakfast gives your child the start he needs to do his best at school.

OVALTINE

THE HOT FOOD DRINK
FOR CHILDREN
THAT'S *RIGHT* FOR
BETTER BREAKFASTS!

Ovaltine costs so little compared to the good it can do, you'll want to serve hot Ovaltine with your child's breakfast every morning! Use only three teaspoonfuls of Ovaltine to a cup of hot milk.



TWO FLAVORS: CHOCOLATE FLAVORED AND PLAIN



Never neglect a skinned knee

The tiniest injury can become infected. Never take a chance. Always use BAND-AID, the only adhesive bandage that gives you Johnson & Johnson quality.

Always look for the name on the box



BAND-AID means MADE BY
Johnson & Johnson

look at her and I think, 'My God, what will she look like?' She just says, 'I am yours, do what you will. Well, when she walks out she is another girl. Everybody they are amazed. She is, off the stage, like this—all sagging. She is, on stage, like this—a very sexy woman. The most cooperating woman I have ever worked with.'

Sometime during the Broadway run of *Born Yesterday*, Miss Holliday acquired a husband. The man she married is David Oppenheim, a big, shaggy, serious-minded virtuoso on the clarinet who has since become director of recording for the Masterwork division of Columbia Records. The marriage, which is evidently a very happy one, is one of the main reasons why Judy Holliday refuses to be swept into a headlong career as a cinematic diva. She would rather have a home than anything else on earth.

Aside from her Greenwich Village apartment she is engaged at the moment in creating another home in an old farmhouse she and her husband recently bought near Monroe, N.Y., about 50 miles from Manhattan. Like her apartment, it will ultimately be filled with an incredible assortment of hand-scrubbed antiques. She has recently bought, among other things, an old sun lamp, an armrest, two sleeping bags, countless chairs and tables in need of refinishing and a 1900-model Edison phonograph complete with a set of cylinders.

Besides lugging furniture home from auction houses and polishing it, Judy Holliday's favorite occupations include the solution of anagrams, cryptograms and crossword puzzles, and cooking exotic dishes (mostly from Chinese recipes) in her small kitchen. Along with the latter occupation goes her great weakness, which for one in her profession assumes the proportions of a vice.

The real Judy Holliday loves to eat, and in no department of life is she in more continuous and bitter conflict with the stage Judy Holliday than in the matter of appetite. The stage Judy Holliday weighs about 125 pounds, which for a girl of her dimensions is quite svelte. The real Judy Holliday is inclined to expand to a comfortable 150 pounds. When a theatrical or movie job approaches, the real Judy Holliday resists until the last moment and then, with a tremendous effort of the will, accepts the inevitable, which is a spartan diet of meat, celery and hard-boiled eggs, accompanied by groans.

At the moment Miss Holliday is in mid-ordeal of dieting to play the lead role in Elmer Rice's *Dream Girl* on the stage of the New York City Center next month. Georgina, the heroine of *Dream Girl*, is a kind of female Walter Mitty. Georgina may not be a mental giant but Miss Holliday finds the prospect of playing the part entrancing. "At least," she says, "Georgina is not dumb and she's not blond. Maybe I'm making progress."



PRACTICING ON HER ORKON. Judy Holliday is accompanied by her mother at the piano. The Orkon, with a tone in some ranges like the cello's and in others like the piccolo's, is an easy-to-play new instrument perfected five years ago. It was a gift from Judy's husband, who is teaching her how to play it.




Brighter Shines
with
½ THE RUBBING
COVERS SCUFF MARKS!
GIVES SHOES RICHER COLOR!

Black • Tan • Brown
Blue • Dark Tan
Mid-Tan • Oxblood
Mahogany • and
Neutral

Ask any G.I. about
KIWI
(KEE-WEE)
SHOE POLISH



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RELIEVED
QUICKLY



WHEN your baby suffers from teething pains, just rub a few drops of Dr. Hand's Teething Lotion on the sore, tender, little gums and the pain will be relieved promptly.


Dr. Hand's Teething Lotion is the prescription of a famous baby specialist and has been used by mothers for over fifty years. One bottle is usually enough for one baby for the entire teething period.

Buy it from your druggist today

DR. HAND'S
TEETHING LOTION
Just rub it on the gums

CRAZY Water Crystals

give you quick, ephemeral relief from headaches, backaches, gastro-intestinal disturbances, upset stomach, biliousness, if, and when excess gastric acidity and constipation are contributing factors.



Satisfaction guaranteed.
At all
DRUG STORES
CRAZY WATER CO., INC.
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Refreshing
Soothing
Vitalizing
Perfect



LILAC VEGETAL 97%
AFTER SHAVE • AFTER SHOWER
WORLD FAMOUS SINCE 1910

Which is really Fred MacMurray?

STARRING IN
"No Room For
The Groom"
PRODUCED BY BERT FRIEDLOH
(See answer below)



Spark plugs
also look alike
but...

world famous **AUTO-LITE** Spark Plugs give you
SMOOTHER PERFORMANCE...QUICK STARTS



*Unsurpassed
Quality...*

STANDARD TYPE

Auto-Lite Standard Spark Plugs offer outstanding quality and have long been recognized for their unbeatable performance.

MOVIE STARS have look-alikes . . . spark plugs look alike, too. So to be sure of getting smoother performance and quick starts replace worn-out spark plugs with world-famous Resistor or Standard type Auto-Lite Spark Plugs. Both are ignition engineered and both are specified as original equipment on many leading makes of America's finest cars.

If you know your movie stars, you'll know the man on the left is Fred MacMurray, star of "No Room For The Groom," produced by Bert Friedlob. At right is popular Harold Brooks of Bronx, N.Y. And if you know spark plugs, you'll see your friendly Auto-Lite Spark Plug Dealer for Auto-Lite Spark Plugs because . . . "YOU'RE ALWAYS RIGHT WITH AUTO-LITE."

*Greater
Gas Savings*

RESISTOR TYPE



AUTO LITE
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Auto-Lite Resistor Spark Plugs offer car owners new advantages found only in automotive type spark plugs with built-in resistors.

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AUTO-LITE

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Life Visits a South American Riviera

A PLUSH PENINSULA IN URUGUAY

When the peso-padded South American was unable during the last war to travel abroad to the Riviera, he found a fashionable facsimile nearby—Uruguay's Punta del Este, only 100 miles from Montevideo and an hour and a half by air from Buenos Aires. A resort which combined informality with all the plush pleasures of the Côte d'Azur, Punta del Este enjoyed a big wartime popularity. With the rise of Perón, wealthy Argentines kept coming to Punta del Este because they were no longer able to speak and relax as they pleased at their own resorts. During the December to March season 40,000 vacationers crowd the tiny peninsula at the mouth of the River Plate estuary. They gamble at its three casinos, fish and swim in the waters of any of its six fine beaches. In spite of the fact that the exchange rate is unfavorable to Argentines, many keep small establishments in Buenos Aires, maintain mansions, yachts and polo ponies in Punta del Este.

←PUNTA DEL ESTE IS EASTERNMOST POINT OF URUGUAY



MORNING DIP is given to local first German shepherd by "Beta" Spaulding (see story) at Playa Brava, resort's most fashionable beach. Beta, who lives in Buenos Aires, has spent 11 summers at Punta del Este.

SUNSET FISHING is current fad among the younger vacationers at Punta del Este. Here the swimmers loading the far side of the net are getting ready to come in to the shore with a catch of *peperrey* (mackerel).



MIDNIGHT ROULETTE at the state-operated Casino Nogaro is the biggest nocturnal activity. On good night \$200,000 is bet at casino. Profits are turned over to public welfare.



AFTERNOON CONCERT takes place frequently in the resort's municipal park. The orchestra above is symphony group from capital city of Montevideo.

Ever Try JUJYFRUITS?

Millions have
and they say "Jujyfruits M - M - M."

Tasty—tender
flavorful—delicious.
On counters everywhere.



Heide
QUALITY CANDIES

MADE BY HENK O. HEIDE, INCORPORATED, NEW YORK, N. Y.



"Solid-colored tropicals, particularly marine blues, charcoal browns and cocoa shades are likely to be the vogue this year," says the fashion forecaster. So the young man in the Hart Schaffner & Marx color advertisement (on another page) is right in style.

And if you were able to see the Bengaline from which the drawing was made, you would see how interesting a solid color can be.

All Bengalines are ribbed fabrics. But this is a Bengaline with a difference. Hart Schaffner & Marx worked with the mills to create something new. By means of a combination of yarn size, twist and interlacing, they have produced a fabric which, while solid in color, has a "lively" appearance, rich texture and a very masculine appearance. And the threads lie in such a way that porosity is increased. That means more comfort whenever the temperature and/or humidity start climbing.

Clothes by Hart Schaffner & Marx are perhaps best known for their fit and fine workmanship. The fact is, however, that the quality and distinction of the fabrics are just as worthy of note.

South American Riviera CONTINUED



AN IMPROMPTU POLO GAME BETWEEN MEN AND WOMEN IS



CATCHING A SEAL on Isla de Lobos is diversion for tourists. Island is in easy boating distance of Punta del Este and has population of 125,000 seals.



MANY OF THE RESORT'S REGULAR VACATIONERS RESIDE IN



PLAYED ON AN AIRFIELD NEAR TOWN OF PUNTA DEL ESTE



LAWN LUNCHEON PARTY is given at the home of Señora de Chopitea (seated center). At top right is Sergio Montt, Chilean ambassador to Uruguay.



IMPOSING MANSIONS BORDERED WITH TALL, PLUMED GRASS



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fast...
travel
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*Like
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Slim-line design —
no bag, bunch
or bind!
Exclusive 3-Point
Suspension!

Mercury was messenger of the Gods — a famous figure of speed and action! Today, take a tip from Mercury. If you're always on the go — hurried and harried — travel light and feel right with Bodygard Briefs. Scarcely 3 soft, snug ounces of support, Bodygard is the athletic brief — specially designed for speed and action. With flat-locked seams for strength, knit of finest combed cotton yarns. Ask for Utica Bodygard Briefs, T-Shirts and Athletic Shirts at men's stores and department stores everywhere.

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utica  **bodygard** *briefs*

the maximum of support
With the Minimum of Underwear

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from LIFE, May 1, 1950, by Janaro Olivares

WHAT'S IN A PICTURE...

When most people looked at this picture they did a double-take. For a moment, all they saw was the wounded matador. Then, as their eyes moved around the picture—whoops! They grinned, got a kick out of what they saw.

Would anybody standing at the photographer's elbow have spotted the quick, furtive action of the pickpocket? Probably not. People might have looked at, but not really seen, the significant incident in

the hullabaloo and shouting of the crowd. Why? Because in time of excitement people do not see things very clearly. What bride sees her own wedding? How many witnesses to an accident can agree on what occurred?

An event is often seen better in pictures than in actuality. In a picture we can study all the facts and details with calm detachment and see things we would have missed had we been there.

...to see life...to see the world...to eyewitness great events

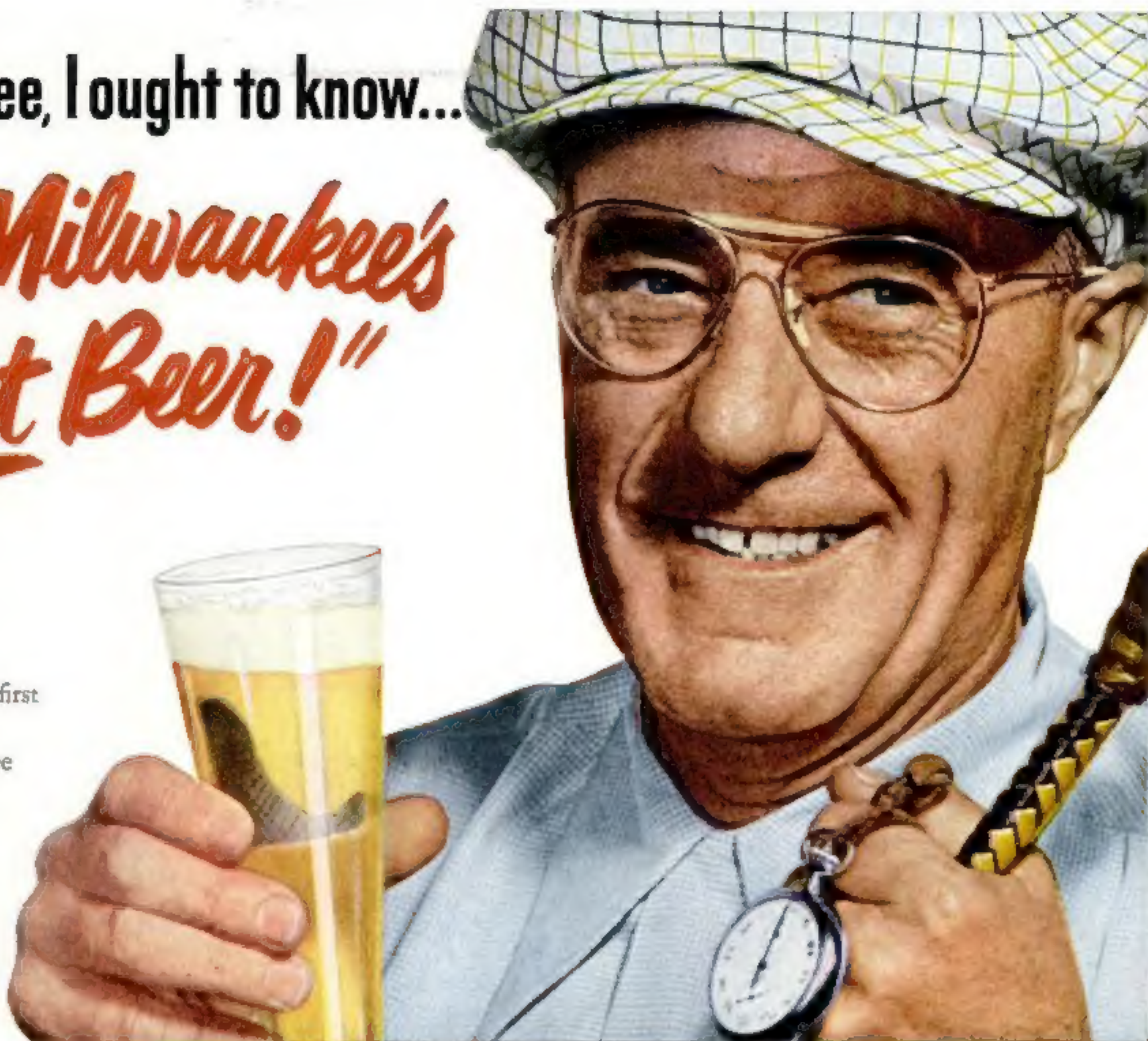
LIFE

"I'm from Milwaukee, I ought to know..."

**Blatz is Milwaukee's
Finest Beer!"**

says *Guy Crippen*
Nationally famous harness racer

● "It's been many a year since I won my first race at a Wisconsin country fair," says Guy Crippen. "But even then, Milwaukee beers were America's finest...and even then, my favorite beer was Blatz. Like most Milwaukeeans, I say Blatz is Milwaukee's finest beer!" Yes—official figures show Blatz is the largest-selling beer in Milwaukee and all Wisconsin, too. Try Blatz Beer, today!



● "The best horse I've ever driven," says Guy, "is a pacer named Highland Ellen—from Milwaukee, of course!" Guy, who ranks among the nation's best drivers, made Highland Ellen (above) the top money-winning pacing mare of 1950.



● Take a tip from a man who knows fine beer, Milwaukeean Guy Crippen! Ask for Blatz at your favorite club, tavern, restaurant, package store or grocer's. Enjoy the grand and glorious flavor of Blatz, Milwaukee's *finest* beer, today!

Milwaukee's first bottled beer



©1951, Blatz Brewing Co., Est. 1851 in Milwaukee, Wis.

A large, detailed illustration of a man in a military uniform, smiling broadly. He is wearing a tan cap and a matching jacket. In his right hand, he holds a glass of ice-cold Coca-Cola. The glass is filled with dark liquid, ice cubes, and a straw. The Coca-Cola logo is prominently displayed on the glass. The background is a solid light green color.

Thirst asks nothing more

Yes sir, everybody knows
ice-cold Coca-Cola
is delicious and refreshing.



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